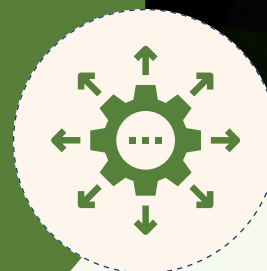


Improving the distribution efficiency of Petroleum products considerably



A Sify ForumNXT Case Study in Lubricants Industry

Client Profile

The Client is an Indian multinational PSU and one of the country's leading petroleum operators. They deal in petroleum, natural gas, LNG, lubricants, and petrochemicals. A fortune listed company; they have a large spread of retail outlets with a market share of over 25% in India.

Client Challenges

Inadequate forecasting - A lack of real-time business data can affect forecasting and made it difficult for company to produce the correct quantity of products for a particular season/trend

Lack of secondary sales inputs would impact in explicit decision making

Lack of visibility in the secondary sales cycle

Over dependency on the distributor network for data

Lack of visibility on the Trade schemes and promotions flow

Sify ForumNXT Solution



SIFY IMPLEMENTED

ForumNXT DMS for their distributor network to facilitate and automate secondary operations



SIFY PROVIDED

bi-directional data integration with ERP solution for Master Data Management



SIFY CENTRALIZED

payment gateway for Distributor to directly make payments



SIFY EXECUTED

the 100% online solution running in AWS

Business Impact & Outcome

The implementation of Forum NXT's DMS and mobility solution significantly improving operational efficiency and streamlining various aspects of distributor operations by up to 80%



ENHANCED CUSTOMER EXPERIENCE

By digitizing distributor operations and streamlining processes with Sify's ForumNXT, the Client was able to improve customer engagement and provide a seamless experience to distributors and retailers with real-time access to inventory, pricing, and schemes for enhanced transparency and responsiveness.



DATA-DRIVEN DECISION MAKING

The ForumNXT provided the Client with valuable insights through analytics, enabling data-driven decision-making. By leveraging analytics, the Client could identify market trends, track sales performance, and optimize resource allocation for maximum efficiency.



EFFICIENT MIS REPORTING

ForumNXT offered comprehensive reporting capabilities, allowing the Client to generate detailed reports on sales, inventory, and distributor performance. This enabled better monitoring and evaluation of operations, leading to informed strategic decisions.



STREAMLINED SALES & INVENTORY MANAGEMENT

The integration of ForumNXT with SAP Hybris/ECC facilitated seamless primary sales and inventory management. This automated processes for pricing, taxation, schemes, and discounts, streamlined billing operations and reduced errors.



IMPROVED FINANCIAL MANAGEMENT

The inclusion of an in-built accounting module ensured accurate financial tracking and reporting. Integration with Tally simplified GST & tax filing, reduced the burden of ensuring regulatory compliance.



COST SAVINGS AND EFFICIENCY GAINS

The customizable and scalable ForumNXT solution digitized and automated distributor operations, reduced manual effort, minimized errors, and enhanced operational efficiency. This led to savings in cost, time and resources while improving overall productivity.