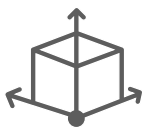




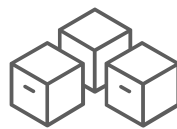
Secondary Sales Automation and
Route Plan Management Software

KloudBeat

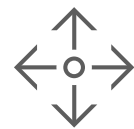
Track Secondary Sales in Real-Time



INCREASED SALES



OPTIMIZED INVENTORY



TERRITORY EXPANSION

DIGITIZING SALES OPERATIONS

Succeed in today's challenging retail market

Visibility and availability is a top priority for a brand with a multi-tier sales and distribution organization. Locating right product at the right time is crucial to maximize revenue. Manual Ordering and stock capturing by the field force is inefficient and inaccurate. The data is not real time and there by limits stock replenishment through agile supply chain.

Inefficient market coverage, lack of real time data poses a challenge to increase reach and range which is critical for profitable business growth.

Challenges Faced by Sales Management



INEFFICIENT FOOTPRINT EXPANSION

Overloaded field staff due to inefficiencies



POOR VISIBILITY

Managers lacking visibility of on-ground situation



INADEQUATE TERRITORY COVERAGE

Poor coverage of potential territory



LACK OF REAL-TIME UPDATES

Delayed inputs from markets



STOCK OUTAGES

Stock-out and too much inventory all at once



LAG IN DATA & INSIGHTS

Market insights received in a delayed fashion



UNEXPLOITED PRODUCT COVERAGE

Limited reach and range resulting in revenue loss



OUTDATED DATA CAPTURE METHODS

Conventional and manual methods for data collection



MISMATCHED SALES FORECASTS

Lack of data causing inaccurate sales forecasting



DIFFICULTIES IN FIELD FORCE MANAGEABILITY

Lack of information making team management inefficient

Introducing KloudBeat

Secondary Sales Automation and Route Plan Management

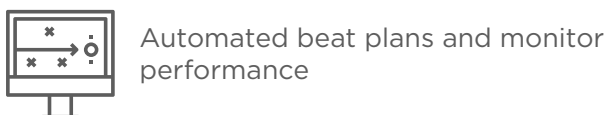
KloudBeat is a solution which covers secondary demand and secondary sales automation using effective beat planning. This platform helps you reduce leakages due to stock outages of the product, discipline comes to the way field force covers the beats, GIS and GPS location tracks provides the necessary automation and insights, optimizes working capital of distributor and retailers, helps business achieve sustainable growth.

KloudBeat helps in Automating the Complete Sales and Order Fulfillment Cycle:



Reduce inventory costs, risks and stock outages, improving service levels and productivity of the organization.

KloudBeat - Efficient, User-friendly, Secure and Scalable



Automated beat plans and monitor performance



Gain real-time visibility into product performance at retail level



Efficient & effective real-time field coverage



In-depth historical and predictive data analytics for better decision making



Improve team productivity with faster and more accurate data capture eliminating paper orders



Increase sales with improved territory coverage, precise sales forecasting and shorter replenishment cycles

kloudBeat Features



FIELD FORCE AUTOMATION

Create, Track, Manage Beat Plans

GPS enabled GIS based Beat Tracking

Secondary Inventory, Orders Tracking



SALES BREADTH & DEPTH ENABLEMENT

Enrolling new retailers

Feedback, Surveys(NPS), and Competition Insights

Increase Product Coverage, Adaption, Visibility & Sales



COLLABORATION & KNOWLEDGE MANAGEMENT

Officers and Area Managers

Instant Communication among Sales Representatives, Sales

Product Catalogs, Videos, Datasheets, Schemes & Price Catalogs



KLOUDBEAT WAR ROOM

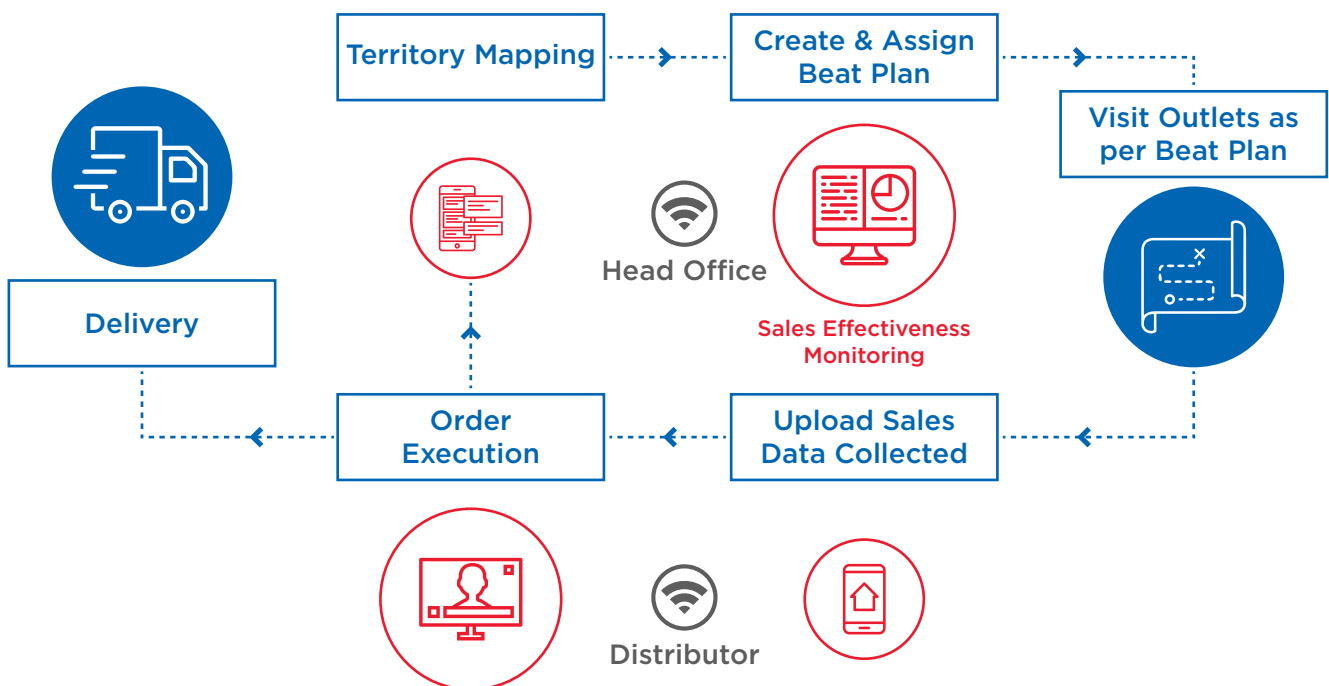
Alerts & Notifications based on Field Analytics:

Beat Plan adherence

Predictive Stock outages

Issues, Conflict and Problem Resolution

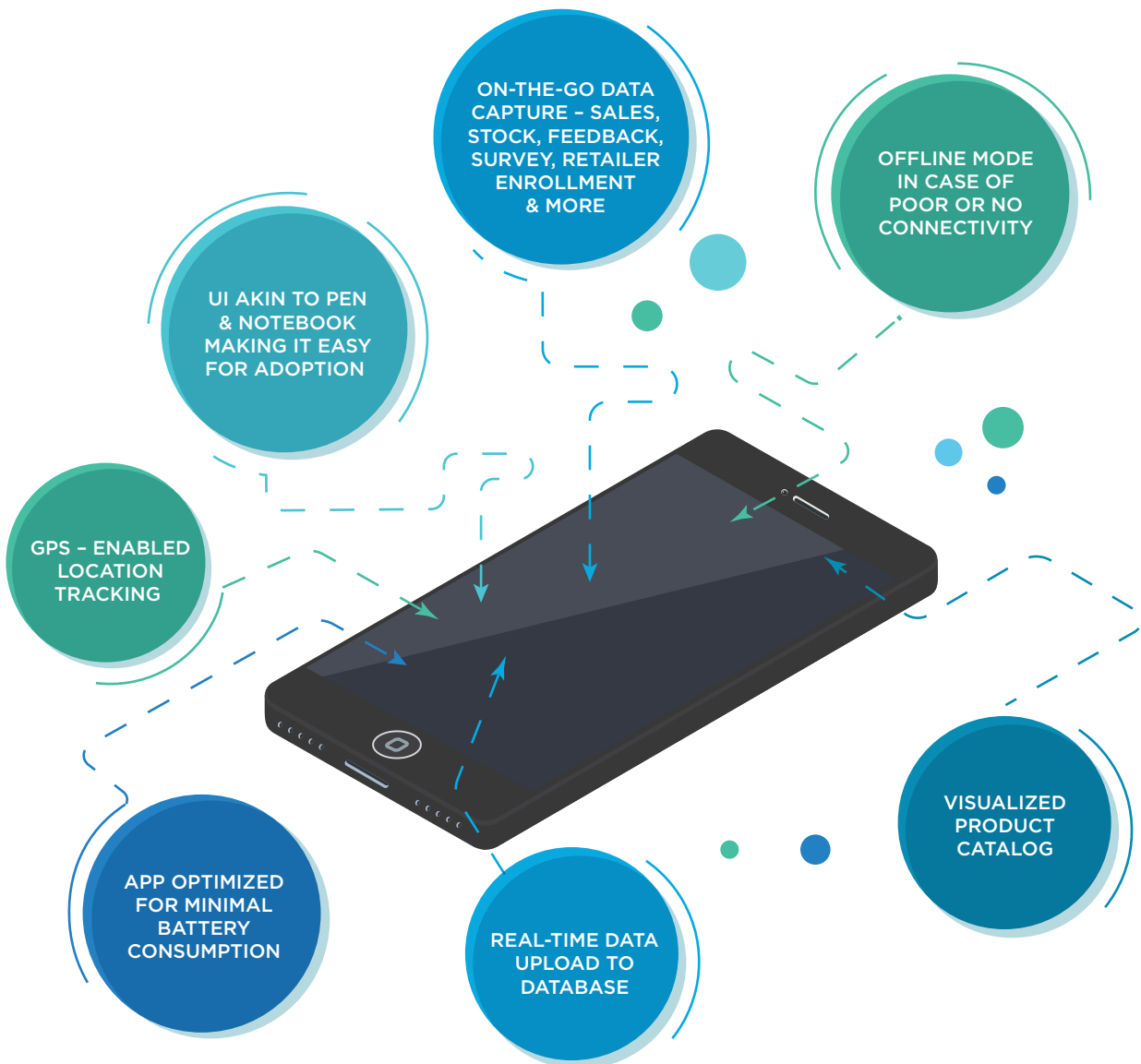
Automated Process Overview



KloudBeat Solution

KloudBeat is a user-friendly, robust and scalable enterprise platform comprising of a mobile device-based app and a web platform that can be used to handle and manage the entire range of field tasks.

The KloudBeat app has a number of features that make it easy to use and suitable for Indian conditions.



Enterprise Web Portal with Integrated Business Intelligence Engine

The web portal allows sales managers to carry out a wide variety of tasks to manage the sales team

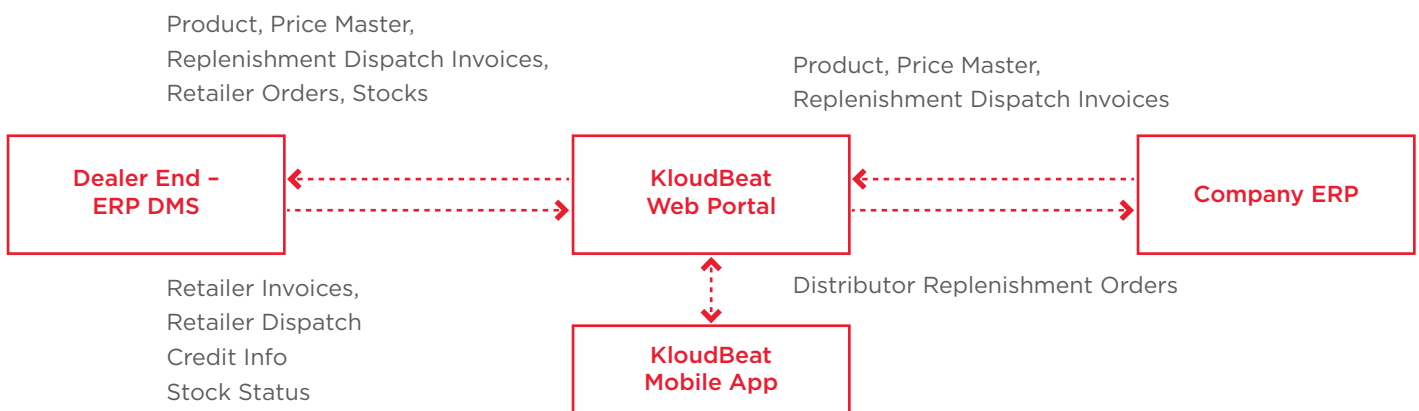
- ✓ Create Beat Plans and drive team goals
- ✓ Send broadcast messages to the group
- ✓ View consolidated data on orders, inventory, secondary sales
- ✓ View trends, reports and predictive analytics
- ✓ Set up friendly competition amongst team members
- ✓ Develop customized dashboards for quick overview of KPIs
- ✓ See real time data from sales teams
- ✓ Monitor sales team performance through measures such as Compliance & Target achievement, Time Spent per retailer and Top & Least selling outlets

Seamless KloudBeat Integration

← BACKWARD INTEGRATION WITH ERP PLATFORM

→ FORWARD INTEGRATION WITH DEALER MANAGEMENT SOLUTION

Open architecture provides a flexible integration platform that can readily integrate with any ERP and billing system to facilitate backward and forward integration for seamless data exchange. Supports API based integration capability to connect to any on cloud or remote application.



✓ SINGLE VIEW OF SECONDARY STOCK & SECONDARY SALES

✓ AUTOMATIC, INTERVENTION-FREE REPLENISHMENT ORDERS IN ERP

✓ STANDARDIZED DATA EXCHANGE, HIGH-QUALITY ANALYTICS

Focal Points of KloudBeat:



**WORKS EFFICIENTLY
IN OFFLINE MODE**



**PROVIDES EXTENSIVE
DATA ANALYTICS**



**BUILT ON SUPPLY
CHAIN PRINCIPLES**



**APP OPTIMIZED FOR
USAGE**

SAVES BATTERY
LOW DATA CONSUMPTION
SIMPLE UI FOR

KloudBeat-Benefits



**INCREASE
SALES**

- ✓ Reduced stock; no shortages with real-time product availability reports
- ✓ Promote complete range through effective norms and not just fast selling products
- ✓ Micro-Targeted Trade promotion expenditure



**ENHANCE
EFFICIENCY**

- ✓ Enhance productivity of sales team through efficient beat plans
- ✓ Real time activity monitoring for sales team management
- ✓ Seamless integration of all stakeholders on KloudBeat



**OPTIMISE
INVENTORY**

- ✓ Automate supply chain, forecast, plan & produce as per TOC principles
- ✓ Reduced working capital through shorter order to cash cycle
- ✓ Operations based on secondary sales captured in real time



**DATA-DRIVEN
REPORTING**

- ✓ Improved availability and accuracy in stock and orders
- ✓ Real-time trend mapping of secondary stock & secondary sales
- ✓ Valuable sales and stock trends and retailer insights

I Differentiators

- ✓ Designed on Demand Driven Replenishment
- ✓ Offline Mode - No dependence on communication networks
- ✓ Gain Historic data & Real time view - Orders, Invoices and Outstanding
- ✓ 360° engagement of the Ecosystem - Field Force, Dealers, Retailers, Operations
- ✓ Seamless backward integration with ERP system and forward integration with dealer systems
- ✓ Powerful Data Analytics for business insights and decision support
- ✓ Comprehensive customer support - 16x7 L1 Support for users, 8x7 L2 & L3 Support
- ✓ Long-term credibility backed by The Kirloskar Heritage
- ✓ Cloud Advantage - Safe, Secure & Scalable

I Customer Speak

We have successfully deployed KloudBeat across a number of clients across varied industries. Clients have seen a significant change in their operational measures. **Results include substantial increase in stock availability, significant reduction in receivables and stock holdings.**

“As a traditional company, we needed reliable but simple solutions to fuel our expansion plans. KloudBeat from Kloudq was easy to use and adopt by the field salesforce. This is providing us with meaningful analytics to take strategic decisions.” Milind Joshi, Agri BU, Kirloskar Oil Engines Ltd.

With KloudBeat you can transform your field sales function, making it highly efficient and productive. With improved monitoring and deep data analytics companies can make better decisions on sales plans, stocking and trade schemes.

Get in Touch!

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