



the power of the continuum



# Channel Sales Optimisation

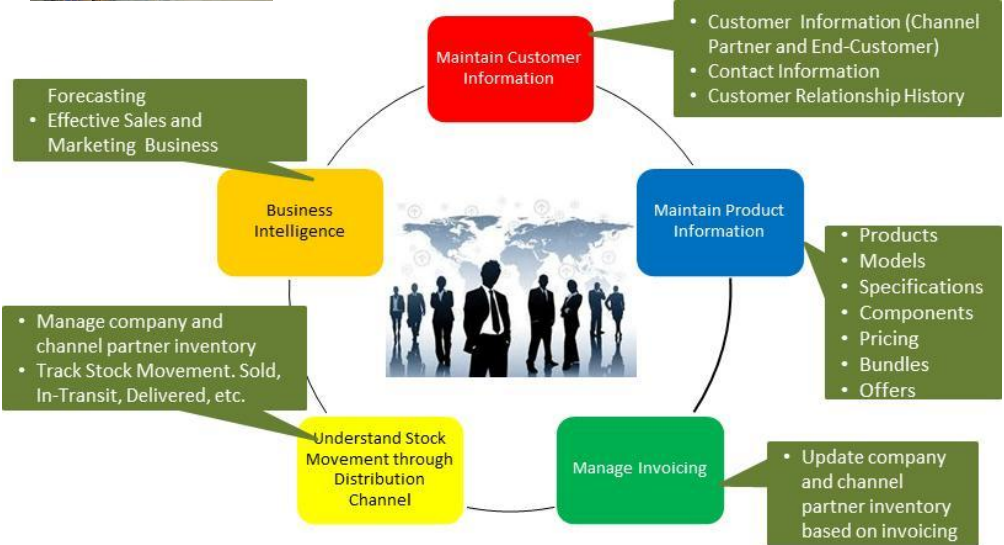
## Issues/Challenges

- No or limited visibility into your Distribution Channel
- Dated information on stock movement through your Distribution Channel
- Long Stock / Order to Cash Cycle
- Ineffective Business Intelligence for Sales and Marketing
- No or limited information to assist you to improve your Marketing efforts



## Key Highlights

- Ready to implement solution for rapid deployment
- Integrated solution developed based on real-life business operations
- Industry-standard components such as Microsoft Dynamics CRM, Windows SharePoint Services, etc. to provide robust and scalable solution
- Clear visibility into Distribution Channel
- Effective Demand Forecasting
- Quicker sales based on Channel sales information, Quicker collections
- Optional license cost for the extended enterprise



---

## Service Offering

An integrated Channel Sales Optimization solution to provide clear visibility into the movement of stocks through the Distribution Channel

Anantara's "Channel Sales Optimization" solution can help you with your requirements. Through our extensive experience in providing enterprise solutions, we have put together a unique solution which addresses your needs to optimize your Distribution Channel. The Channel Sales Optimization solution is an integrated system that has the following key components.

### System for Internal Users

- An internal system to maintain all the customers (channel partners), contacts, products, models, specifications, inventory and invoices
- Maintenance of stock movement information through the channel to end-customer captured from External System
- Reporting and Business Intelligence

### System for External Users

- Portal for Channel Partners
- Simple interface for ease of use of Channel Partners
- Capture of Stock information from Channel Partners
- Capture of Sales information from Channel Partners

## Implementation Approach

All Channel Partners down to retail level are maintained in the system. Channel Partners confirm receipt of stock and enter invoicing information into the system through simple interfaces. This information provides visibility of stock movement from the company till the End-Customer.

### Indicative Timelines and Cost

Anantara estimates the duration of a standard \* Channel Sales Optimization solution implementation to be approximately 3 months.

\* A standard implementation has been considered with basic functionality for estimation. These estimates are purely indicative and the actual estimates will be based on the nature, scope and location of implementation.

## Some of Our Work

One of the world's leading Consumer Electronics and Computer Systems companies benefited from the integrated Channel Sales Optimization Solution.

**(speak to us to know more ...)**

---

## About Anantara

Anantara Solutions ([www.anantsol.com](http://www.anantsol.com)) is a new generation consulting and services firm, with capabilities across business consulting, process improvement, technology, and change management, with a relentless focus on business results. We are the pioneers of Second Generation Outsourcing (SGO), the widely-acclaimed and innovative approach to consulting and services, that focuses on creation of measurable business value.

---

## Anantara's Centre of Excellence

SAP

PEGA

Microsoft  
Dynamics

Managed  
Testing

Consulting



*helping you compete better!*

For more information contact [contact@anantsol.com](mailto:contact@anantsol.com)