

# EssentialSoft Technologies Pvt.Ltd.

An Essential Change to make planet green



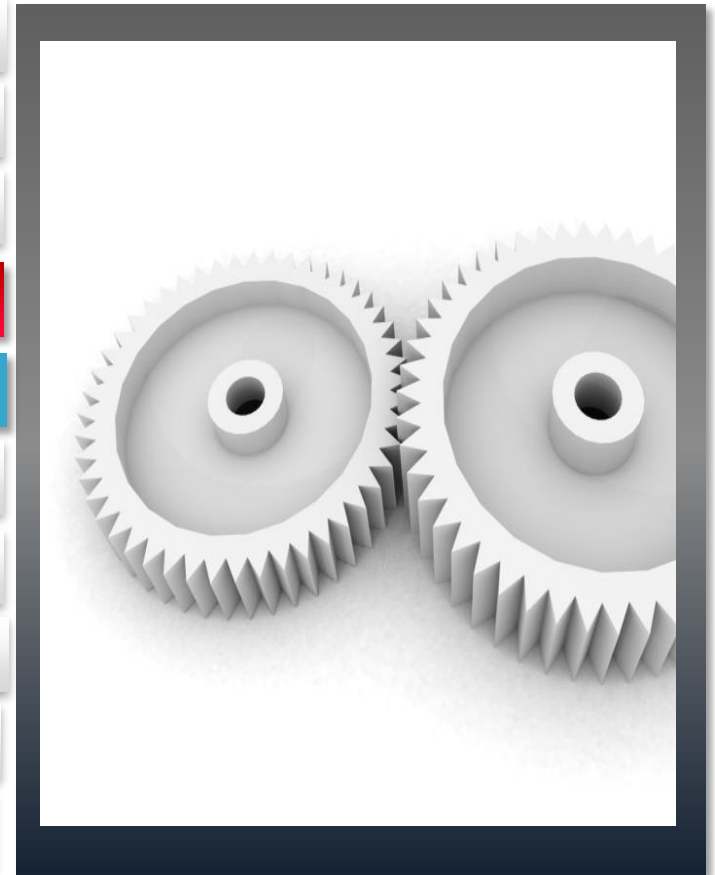
An Introduction to the Sprit of Company.

[www.essentialsoft.co.in](http://www.essentialsoft.co.in)  
[www.essentialsf.com](http://www.essentialsf.com)



# Agenda

- 1 Introducing Ourselves
- 2 Challenges faced by FMCG Industry
- 3 View of FMCG Industry & EssentialSFA Solution
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# INTRODUCING OURSELVES



## **Established in 2000.**

In the past Fifteen years We have grown up to be a leading in software and web solutions, Services on Cloud, Software as a Service, Support / Monitoring, thus giving new dimension to the customization of the latest software technology according to the needs of the client. We know today's business needs and how to objectify a complex business pain into a small chunk of pieces and manipulate them into ultimate solutions.



**In Darwinian business world**, the quality of an organization's nervous system helps determine its ability to sense change and quickly respond, thus determining whether it dies, survives, or thrives.



**We have** a team of dedicated software professionals having wide exposure working on variety of projects. We have a strong system of accountability, authority and responsibility. We communicate and share information across the organization. We strive for excellence in everything that we do. We provide a superior customer experience in all our engagements. We have an environment of openness, trust and collaboration.



**Our Vision** is to become the most renowned company by delivering High Quality, Innovative and Reliable Products / Services to our all the customers.

**Our Goal** is to help customers to achieve their own business goal with the help of technology.



**Leading** business software services provider that provides high quality and reliable Software Solutions & Services to its clients. Catering majorly Pharmaceutical , FMCG & Export Industry. Today, more than 200 clients .

# Challenges faced by FMCG Industry



## **MRs do not submit call Reports on time**

Collection of data at all levels is tedious

Data analysis is also time consuming.

Productivity of the sales Team is unknown .

Online Tracking of sales team's effort is difficult

Field Force Location Tracking is Unknown.

Identifying False Reporting is very difficult .

Real Time Reporting is unknown without Mobile Reporting.



## **Are you hassled by loads of tedious paper work?**

Still going through thousands of manual Daily Report ?

Still not getting clear view of target Vs sales , Investment Vs Business , Customer Coverage etc?

Do you spend lots of time in collecting Data for creating MIS Reports ?

Do You get call Avgs, Order Booking , Productive Calls , Sales Rep Activity report at the click of a button ?

Are you facing a problem in keeping track of activities & expense of your Sales Team ?

# View of FMCG Industry & EssentialSFA Solution

**Sales Rep goes to Outlet & takes Order**



**Sales Rep goes to the Outlet & takes Order**

1. In the Morning , Sales Rep check-in to field from his APP, this is considered as Field Presence.
2. Then Sales Rep goes to outlets for Order Booking
3. Sales Rep takes Orders through Mobile APP even without Internet Connectivity .
4. Sales Rep Provide discounts & Schemes from the APP
5. Sales Man can check Order History of the customer for better visibility .

**Passes Order to Distributor & takes Stock Level**



**Daily Order goes to Distributor & Sales Rep can take Stock Level of Distributor**

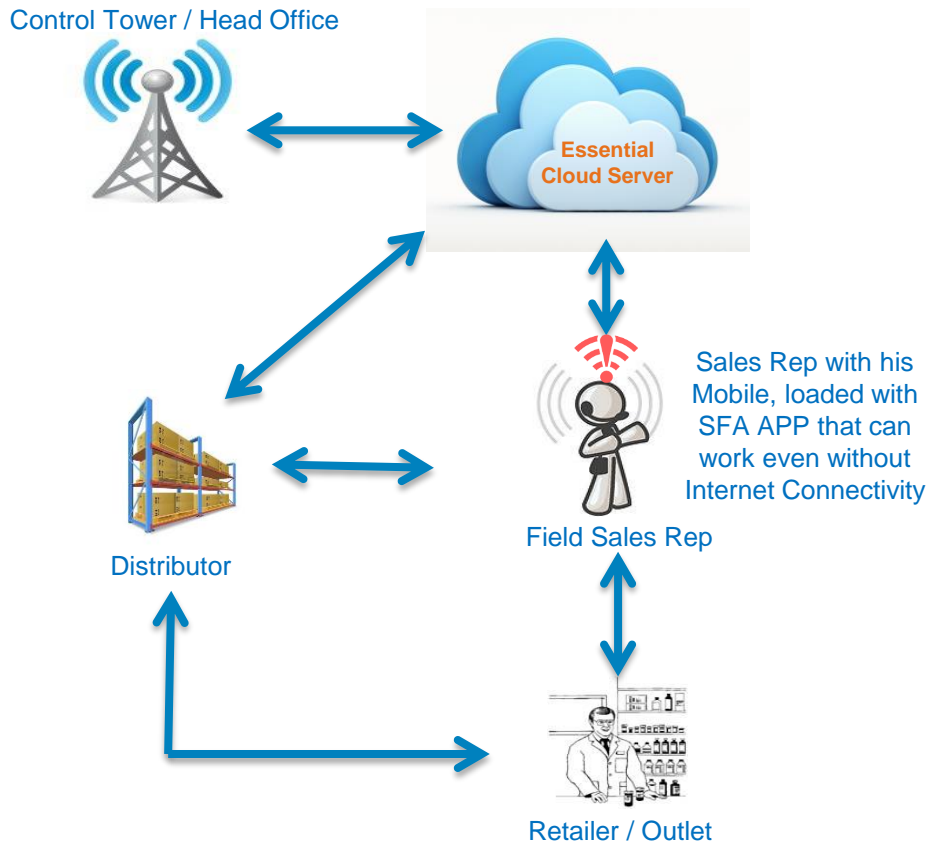
1. At the end of the day , Day Order booking goes to Distributor in a mail/SMS.
2. Sales Rep can take Stock level of Distributor on Monthly basis.
3. Distributor Delivers the Stock to Outlets.
4. Our ERP system is also available for better Visibility of Sales & Stock at all Supply Channels.
5. Location capture at all visiting points so it helps companies to verify the visit of the Field Executive with Customers



# Solution Map with Essential-SFA



## Solution Components



1. SFA APP allows sales rep to capture orders right from their mobile phones.
2. Sales managers & Head Office can plan and track field salesman activity, set targets and track achievements.
3. Visibility on inventory and knowledge of previous outlet performance allows salesman to do a better job.
4. Expense Report get generated for each Employee on the basis of Daily Working.
5. Rep book orders Product wise & send it to stockiest
6. Ability to work offline gives flexibility where there is no mobile network.
7. GPS Tracking (Optional).
8. This helps companies to verify the visit of the Field Executive with Customers.
9. workforce can be seen on MAP in real time and historical information on map is also available.
10. SMS Integration & Notifications.



## ESSENTIAL CLOUD INTEGRATION :

- ❖ Native Mobile APP for Online & Offline Working.
- ❖ GPS Location Tracking even without Internet Connectivity.
- ❖ E-Detailing /Content Delivery Solution
- ❖ Web Reporting Tool for “access-anywhere” mobility
- ❖ Essential-ERP, Payroll, SCM & SMS Integration
- ❖ Can be integrated with third party Applications
- ❖ 100 + Companies Online
- ❖ Available Country-Specific Settings.
- ❖ Hosted Solution with Zero Infrastructure Setup.



Sales Reps are normally on field and there might be network connectivity issue as Mobile network or Internet is not available all the time.

Our Native Mobile APP is designed to work in offline or online (2G or 3G ) mode.

While Sales Rep is offline, he can submit Daily Report , Order Booking , Tour Program , Customer View , E-Detailing, and more. Once he will back online, he can upload all his pending actions to the Server. The actual location and actual time of Customer Visit will be captured in local storage & sync to server when Internet is available.

This helps companies to verify the visit of the Sales Reps & Mangers with Customers.



## e-DETAILING WITH ESSENTIALSFA

- ❖ Chosen AV Content gets pushed to the Tablet provided to Sales Rep for presenting to Customers.
- ❖ All the content downloaded in Local Storage During Customer Visit , Sales Rep can do Product Detailing in Offline Mode (Without Internet).
- ❖ During The Call, the Rep will be able to access resources throughout the Organization to answer the Outlet Questions or fulfill his requests on the spot.
- ❖ All the Detailing data save in Local Storage & HO can check Detailing Location, Time , Visit & Customer Feed back.



This is the use of electronic , interactive media to facilitate sales presentations to Customers. Today, e-detailing remains a welcome solution for FMCG sales directors looking to connect with Customers in a more efficient manner. Today , FMCG Companies Invest lots of Money in Branding of the Product. It will help to Monitor the Brand/Product recall with customers.

Our advanced analytical solution provides both managers and Head Office with fast and multi-level access of the detailing Data & customer Feedback





## FIELD FORCE LOCATION TRACKING WITH ESSENTIALSFA (GPS TRACKING)

- ❖ EssentialSFA APP Tracks all your workforce that have been registered on this system once thru mobile phone.
- ❖ **Organizations with employees in the field can see their exact locations** on Google Maps in near real time, Can Check Tour Plan Vs Actual, gather data from the field and can simplify the payroll process.
- ❖ **Every Morning**, your employees go to field; they have to "check-in" at their Phone which automatically logs their GPS location and then it capture employee locations during his Field Working .
- ❖ **Integrated with SFA** Our Tracking System is fully integrated with Sales Force Automation Software to monitor employee locations & Customers Call. It prevents False Reporting in the Field. It make real-time decisions that deliver optimal service levels and generate reports to analyze and improve overall business performance.

❖ We all know tracking and keeping an eye on some one is so difficult. And it becomes more difficult , if Your Employees are in Field. How do you know that your Sales people are doing a good job and they are on their regular visits to clients? Is it possible by filling up the Report on Time? Keeping an eye and checking everyone becomes difficult. It was a very tedious job to call the customer and know the visit status of his Employees. This helps companies to verify the visit of the Field Executive with Customers.

### ❖ **Benefits :**

- you can **Always get Actual Reports about your field force.**
- It Helps in better utilization and management of Workforce.
- It Helps preventing the corruption in field.



## FEATURES & BENEFITS

### ❖ Features :

- Offline Data Entry.
- Offline GPS Location Tracking.
- Offline E-Detailing /Content Delivery Solution.
- Even works on 2G network.
- Real time data access to Field Personal
- Customer Entry with Physical Location
- Can be integrated with third party Applications
- Available Country-Specific Settings.
- It is very user friendly



### ❖ Benefits :

- Increases Productivity & Decrease cost
- Easy Data Entry, Data Selection. No Pen-Paper entry required.
- Sales staff can use their time more efficiently and more effectively
- Sales manager can become more efficient and more effective
- Company can become more alert and agile
- Improved Customer Satisfaction and trustworthiness
- Increased profit margins
- Helps in planning and forecasting
- Real time location tracking
- Reduce duplicity and errors
- Most cost effective and feature rich solution



## QUICK INFORMATION AVAILABLE ::

- ❖ Tour Program / Monthly Activity Plan.
- ❖ Daily Visit Report , Daily Order Booking ,
- ❖ Customer Call , Productive Call , Call Avg. , Productive Call Avg etc.
- ❖ Product Wise POB from Customers.
- ❖ Product Wise Target Vs POB Vs Sales.
- ❖ Head Quarter Wise Target Vs POB Vs Sales.
- ❖ What activities done on the day.
- ❖ Target Vs Primary Vs Secondary Vs POB.
- ❖ Deviation Summary & detail Report
- ❖ Daily POB Monitoring with Work Area & work With
- ❖ Product Wise HQ wise Growth Report
- ❖ Joint working & Self working Reports.
- ❖ Who is Working Today or Day wise Analysis.
- ❖ Attendance Register & Leave Management Report.
- ❖ Expense Vs Sales Vs POB Report .
- ❖ Product Wise Performance & Time Management Reports.
- ❖ Team Effort Summary and Quick + Analytical Reports Hierarchy Wise.
- ❖ Pre Call Planning or last visit activities
- ❖ Secondary Sales & Stock Report
- ❖ Customer Visit & Order Analysis Report
- ❖ GPS Report for Visit Verification (On Google MAP / Report Format)



# PRODUCTS AND SERVICES

## Products / Services

1

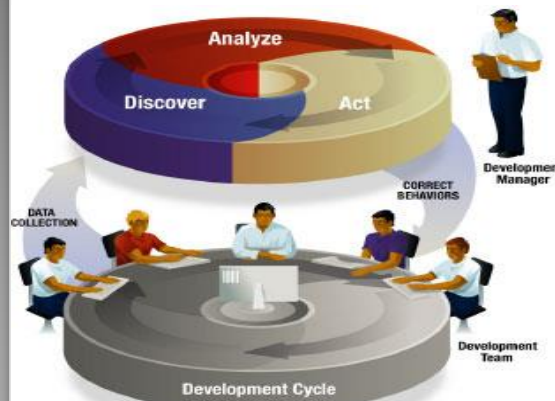
- ✓ ERP (SD, MM , FI, Payroll, HRMS)
- ✓ Sales Force CRM
- ✓ Field Force Mobile GPS tracking
- ✓ Supply Chain management
- ✓ Payroll / HRMS
- ✓ Export Management
- ✓ School Management.
- ✓ Hotel Management.



## Development

2

- ✓ Software Development.
- ✓ Website & Web Application Development
- ✓ Ecommerce Solution.
- ✓ Mobile Application Development.
- ✓ Integration with Third Party Application
- ✓ ABAP Development
- ✓ SOA Realization



## Support / Monitoring

3

- ✓ DBA Support (Oracle, SQL Server, MySQL)
- ✓ OS (AIX, LINUX, Windows)
- ✓ Network/Security Support & Monitoring
- ✓ SAP BASIS Support
- ✓ SAP R3 Application Support (QA, MM , PP, SD, FI)
- ✓ Support for Complete IT Infrastructure



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# TAKE THE NEXT STEP WITH US



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**THANK YOU!**