

SMARTERI 2.0

Territory Insights with Geospatial Visualization

SMARTERI 2.0: INCREASE WALLET SHARE WITH BETTER INSIGHTS

Geospatial Visualization to understand territories' insights easily

Traditional data analytics and visualization tool can be cumbersome for users and may not be able to highlight problems or opportunities which are hidden in multiple layers. Smarteri is map based tool which provides sales and marketing team with a geographical visualization of multiple key performance Indicators like sales, sales growth, market share etc for building an efficient and profitable strategy. An interactive map allows discovery of hidden insights and patterns which may not be possible through spreadsheets.

Smarteri also helps users to understand their retail map easier, explore newer opportunities, ensure optimal coverage. Powerful heat maps help in identifying areas of opportunities and also provide information on active, inactive as well new potential retailer information.

In addition, Organizations can optimize territories for lower cost of service and thus ensuring reduced outages at the retail shops. This is enabled by highlighting overlaps of the territories and providing easier tools for realignment.



GET SALES INSIGHTS



EXPAND RETAIL OPERATIONS



OPTIMIZE TERRITORIES



Smarteri brings several features for the entire sales team. The solution is designed in a way that it can be extended for customer specific needs.

Key Features

Sales Performance

Multiple KPIs like product category wise sales growth or service calls can be visualized through a google map. User can zoom in to understand details or zoom out to understand territory trends. Seeing the data with various perspectives helps in identification of trends as well as understanding more granular information. Multiple filter options help to visualize specific information.

Market Share

The solution can be used to understand the market share at different regions which can help in building strategies for better market penetration.

Sales Opportunities

Users can easily visualize their retail penetration across any region. They can check their retail outlets, possible retail outlets which can be on boarded. Retail outlets can be viewed through types of retail outlets as well the explored by the product categories they are serving. Users can also understand active and inactive retailers.

Cost of Service

Overlapping territories increases cost of servicing the retailers. Smarteri provides visual territory overlapping through unique algorithms. The unique visualization can be used to identify territory alignment needs and can be planned from the map itself.

Reduced outages

Optimized territories helps in reducing incidents of product outages at retail stores

Additional features

Customization: The solution can be configured for customer specific look and feel. Users can overlay multiple information. The solution provides features to download data in excel format for further analysis.

Add On Mobile: An add on mobile solution to capture the Geo Locations of the retailers. The solution can be used to capture any other details of the stores.

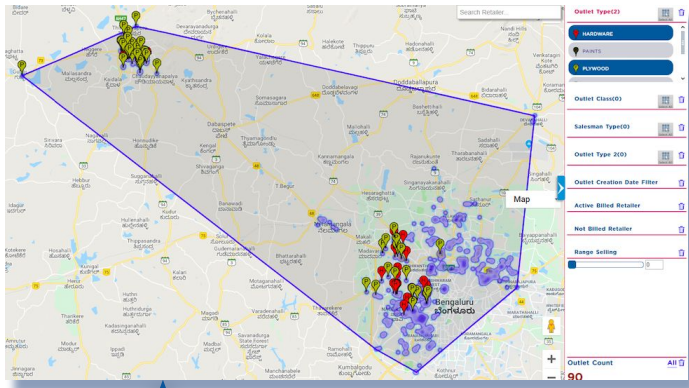
Visit Plan: Smarteri is designed to be extended for visit plans of the field force.

Route Optimization: The solution can be extended for route optimization for the visit plans.

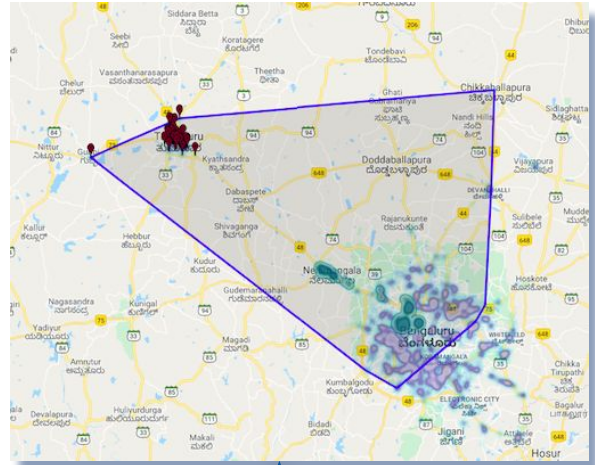
Key Benefits

- Increased Sales with increased active retailers by identifying inactive and new retailers easier.
- Decreased cost of servicing retailers with better aligned territories
- Right product focus based on past sales performance of the retailers
- Helps in marketing spend decisions

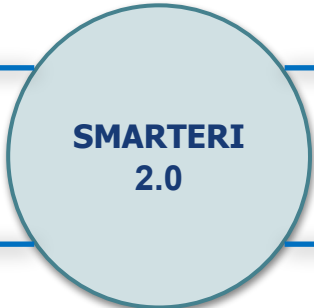
Sample Product Screens



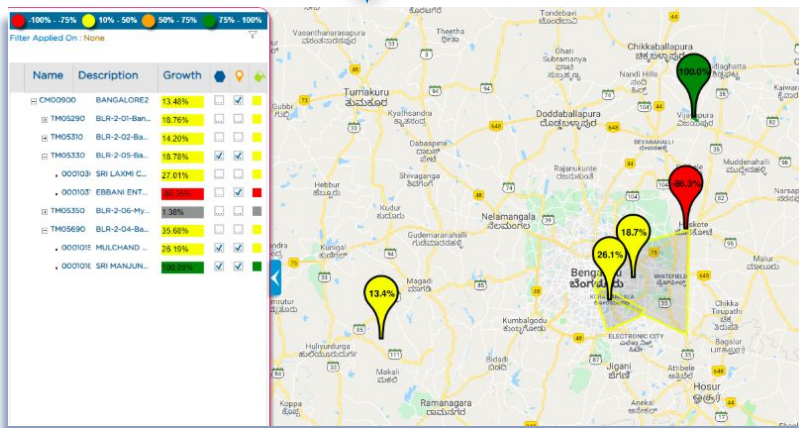
My retailer VS Google Retailers



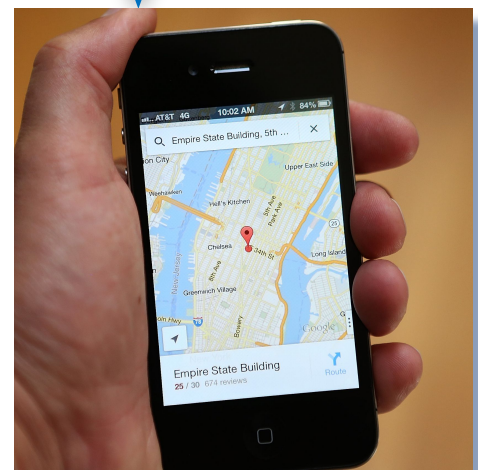
Heat map for selected division VS other division data

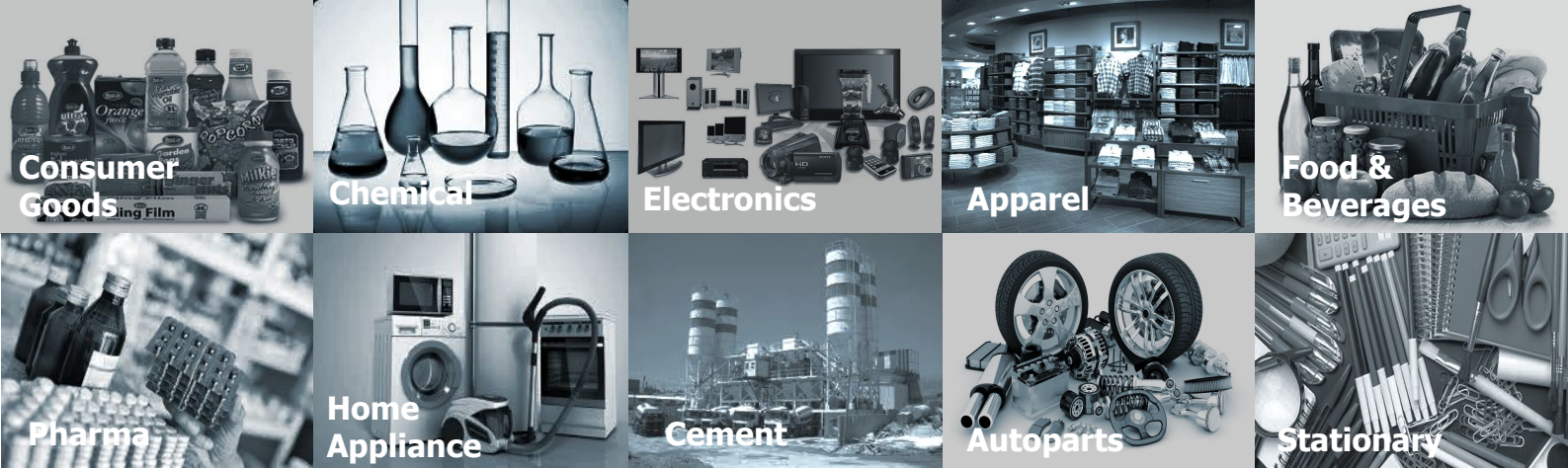


Sales Growth



Mobile to mark retailer/customer





Key Highlights



Simple

The user Interface is quite intuitive and provides deep insights effortlessly



Power of Google

Utilizes power of google effectively and efficiently and brings innovative features.



Extendable

Ability to add new KPIs, rules and extend the solution as per the business needs



Role Based

Information visibility to only required people based on roles and authorization

About Maventic

Founded by ex SAP solution architects Maventic is a 10+ years old business applications services and niche solutions company. Maventic solutions are deployed at multiple SAP customers in the area of Asset Maintenance, warehouse management, distribution, track & trace, service management.

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Sample Customer list

