



## Sales and Distribution Mobilized

TMX-SD is a Cloud-based software application that applies the power of Mobility to streamline Secondary Sales and Distribution operations. It provides sales agents in the field with the complete range of functions run on smartphones that communicate with back-office systems in real-time. Managers and executives use a web portal for sales and distribution planning, real-time performance monitoring, reporting and analytics.

Field sales agents returning to the office with paper forms manually filled in by pen take hours to get this data entered into a distributor's software system. Using TMX-SD, agents armed with mobile devices and a real-time connection to back-end systems can transmit data as soon as it is collected. The results are significant and are felt well beyond the field organization.

### Automate and error proof on site Order Placement

TMX-SD replaces paper-based forms with an electronic version that automates Order booking on the spot at retail outlets. Data accuracy is vastly improved due to the use of drop-down menus and checkboxes.

### Enable real-time data access

Field agents can pull up customer orders, delivery fulfillment status, invoices and payments history right at the customer site. There is no need for agents to carry physical customer files or product documents.

### Enable real-time field force and fleet visibility

Since field agents carry mobile devices with GPS capability, their real-time location is available to supervisors at the head office throughout the day. The utilization of workforce and vehicles they drive can be improved by better monitoring against daily route schedules and customer commitment times.

### Measure customer satisfaction

Pertinent feedback solicited and entered into TMX-SD by agents when visiting retail outlets can prove critical in taking timely measures for improving service levels leading to improved customer satisfaction, loyalty, and retention.

### Improve workforce productivity

Automated order taking, on-site data collection and its instantaneous transmittal results in significant reduction in staffing costs at the head office as several time-consuming manual processes are eliminated.

### Reduce billing cycles

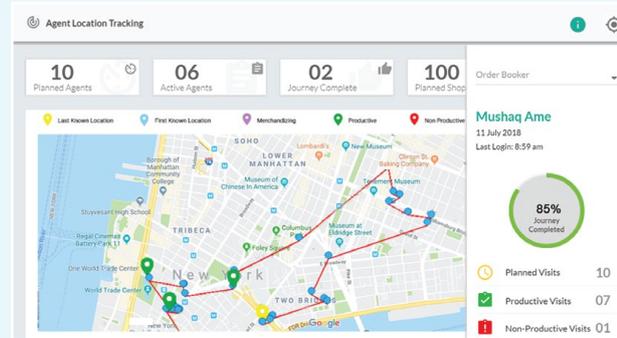
Billing staff productivity increases as orders and their delivery information is received from the field earlier resulting in faster invoicing and payment collection.

### Improve inventory accuracy

Distributors are plagued by unhappy customers who place orders to field agents only to find out several hours later that items ordered cannot be delivered due to low inventory levels. Availability of real-time accurate inventory counts at the point of taking orders improves order fulfillment significantly.

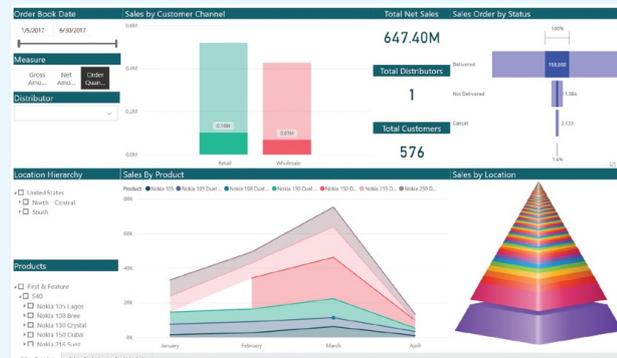
## GEO-TRACKING

TMX-SD makes extensive use of the geo-tracking features of mobile phones. Customer locations, routes and agent journey plans can all be mapped and monitored. Alerts can be configured to monitor sales agent travel and to highlight exceptions defined by line and area managers.



## DASHBOARD ANALYTICS

TMX-SD provides powerful reporting capabilities out of the box, along with support for defining new reports. The Dashboard can be easily extended to include analytics which are relevant to the specific needs of each customer.



## DELIVERED ON CLOUD

TMX-SD is built and delivered on Azure, the Microsoft cloud available worldwide. For a client, TMX-SD includes all the hardware and software technology within a single solution secured and managed by Microsoft. All data is encrypted and can only be accessed by the client itself. Microsoft ensures 24/7 availability and protection against cyberattacks.



## Field Agent

A user-friendly Mobile App allows a field sales agent to:

### Follow Journey Plans

A Journey Plan enables an agent to visit a pre-defined sequence of retail stores during a working day. His location is captured by geo-tracking and is made visible in real-time to his supervisor.

### Book Orders

Agents can process orders at customer sites and transmit instantaneously to head office. Any applicable promotions and taxes are automatically calculated and applied.

### Deliver Goods or Sell on the Spot

Field agents can record delivery of products ordered previously or additional ones sold on the spot. The App can process returns, collect payments including cash memos, generate receipts and capture customer signature.

### Marketing and Merchandising

Field Agents can:

- Create and manage Planograms.
- Track assets.
- Record customer feedback and complaints.
- Obtain competitor information.
- Conduct Surveys.

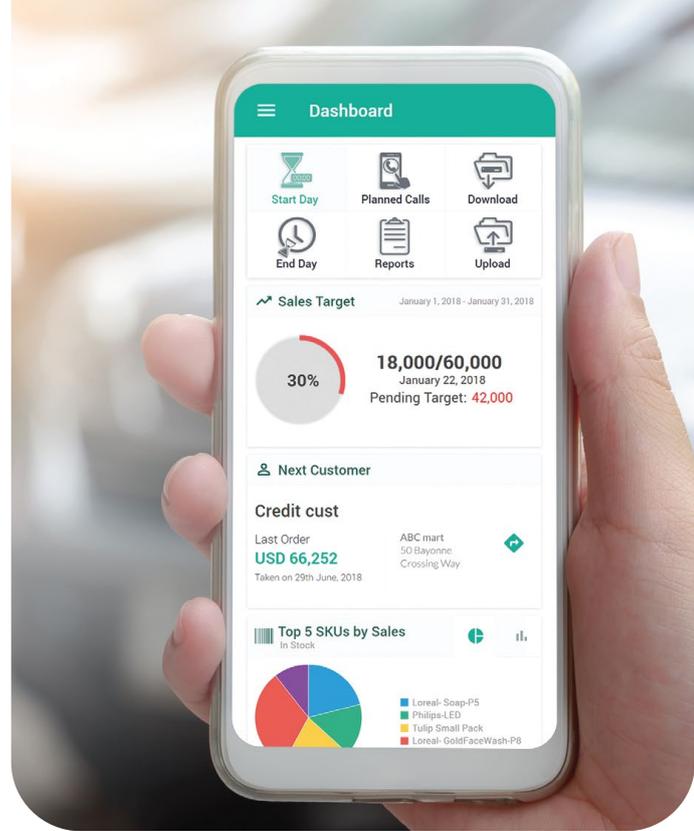
The screenshot shows a 'Geo Tracking' dashboard for 'James Field agent'. It displays login/logout times, sales performance metrics (Amount of units sold: \$18,000, Number of retailers visited: 12, Number of units sold: 12), and a table of agent visits.

User name	Order Details (PKR)	Distance travelled (KM)	Time taken (in transit and in order taking)
Giacomo Gullizzoni Platinum	34,333 40 units	23 KM 2 KM longer than the planned route	Transit time: 20 Minutes 5 minutes more than average Average (min): 15 Order taking time: 20 minutes 5 minutes less than average Average (min): 25
Mariah Maclachlan Gold	22,339 180 units	25 KM 7 KM shorter than the planned route	Transit time: 20 Minutes Order taking time: 20 minutes
Valerie Liberty Bronze	2,340 20 units	10 KM 2 KM longer than the planned route	Transit time: 20 Minutes 6 minutes less than average Average (min): 10 Order taking time: 30 minutes 6 minutes less than average Average (min): 20

## Distributor

Using the web portal, a distributor can:

- Receive shipments from Head Office.
- Transfer inventory to distributor warehouses.
- Issue stock to wholesalers/retailers against booked orders and generate invoices.
- Accept returns from wholesalers/retailers and generate Credit Notes.
- Assign sales targets to field agents.



## Sales Manager

An intuitive and beautifully designed web portal provides managers at the head office quick access to activities of sales agents in the field. A manager can:

- Plan sales and distribution activities for each day including Route Planning.
- Define and monitor daily sales targets.
- Define business alerts.
- Track locations of field agents.
- Offer Deals and Promotions.
- Generate reports for analyzing agent performance and market trends.

## Principal

A Principal (Manufacturer) can configure its entire sales and distribution network by defining and managing a hierarchy of multiple distributors based on their territory. Each distributor can be configured with its respective Sales Managers, Wholesalers, Retailers and Field Agents to track and monitor every transaction in real-time.

Principals can also:

- Define discounts & launch promotions.
- Process distributor claims.
- Perform merchandising activities.
- Define, track and manage Performance Targets and Sales Performance Scorecards.



## About Us

TLX Mobility builds cloud-based mobility products to empower employees in the field to execute tasks right at the point of work. The benefits are realized in the field organization as well as in other interacting business units. Using our solutions, enterprises can tangibly improve field staff productivity and customer service levels while reducing operational costs and business process cycle times.



## Locations

Boston  
Dubai  
Islamabad  
Karachi  
Lahore

Visit us online at [www.tlxmobility.com](http://www.tlxmobility.com)  
For more information, email [info@tlxmobility.com](mailto:info@tlxmobility.com)

## Success Story



“As a major Nestlé distributor, we are transforming field sales operations with TMX-SD. With Android smartphones, our field force now captures and processes orders using a state of the art solution. We are currently rolling out TMX-SD across our network of more than 1,000 sales officers. Our ability to capture information accurately and monitor operations across the country is being transformed completely.”

**Naveed Sultan**  
CEO, Burque Corporation