



## Qarshi rolls out TMX-SD

Qarshi Industries (Pvt.) Ltd. is one of the largest natural products manufacturers in Pakistan. Iconic brands like Qarshi Jam e Shirin and Qarshi Johar Joshanda have established Qarshi as a dominant player in its market segments. Qarshi was facing the difficult challenge of tracking, recording and monitoring thousands of orders, payments, and deliveries on a daily basis at a national level.

The Executive Management team at Qarshi felt that market challenges and opportunities as well as their own ever-evolving business requirements necessitated a complete reassessment of business operations and a major digital transformation of Qarshi.

The Qarshi team was also convinced realizing their ambitious growth targets while improving operational efficiencies could only be achieved through obtaining greater insight into operations. This improved understanding of their business would in turn rely on the timely availability of sales and operations data. As a result, Qarshi decided to procure a comprehensive Distribution Management System which would be integrated with the SAP solution that Qarshi was also implementing. After an extensive RFP process, Qarshi selected TMX-SD to automate their sales and distribution processes.

As of March 2019, TMX-SD has been successfully deployed at Qarshi Industries (Pvt.) Ltd. as well as distributors of Qarshi in major cities and this rollout is currently being expanded across the entire country.

**Customer**  
Qarshi Industries (Pvt.) Ltd.

**Industry**  
FMCG

**Product**  
TMX-SD

## Qarshi Goals

The Qarshi team initiated the project with a very ambitious and clear set of goals:

- Automation of distribution and tracking of secondary sales across all Qarshi Divisions
- Improved coverage of retail outlets
- Increase sales staff efficiency and productivity
- Automated route planning and agent field tracking using a mobile application
- True Paperless environment
- Decision Support System with dashboard and analytics across all business areas
- Integration with SAP ERP
- Disaster Recovery and High Availability to ensure business continuity

## Sales and Distribution Operation Challenges

Qarshi was totally reliant on manually maintained Excel Sheets to manage operational flows and produce visibility. These manual processes were resulting in the inefficient execution of orders as well as delayed reporting on ground operations. There were several major issues such as:

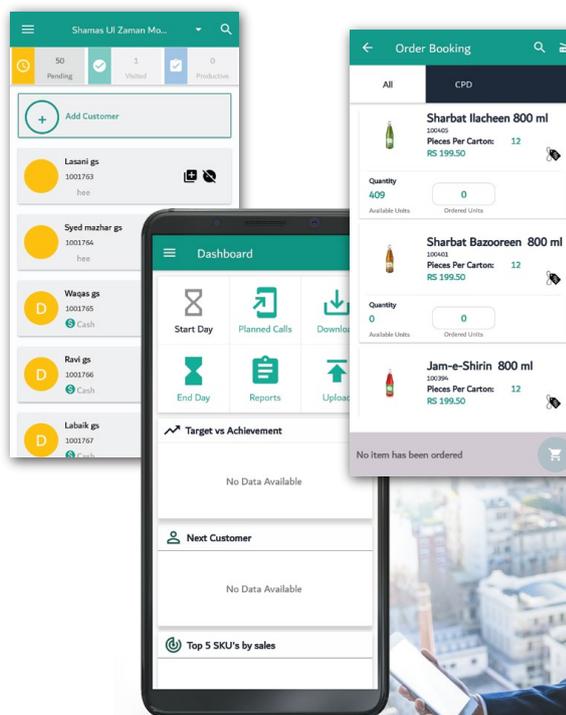
- Field agents were making errors while recording orders, deliveries and payments manually.
- Field agents had to wait in processing queues for hours on their return to branch offices after a day's work taking orders in the field.
- There was no systematic way to track tertiary sales i.e. consumption from retailers to end users.
- Analyzing the sales target achievement rate of field agents was very difficult and time consuming.

## TMX-SD as the Solution

TMX-SD is a field mobility solution for managing end to end sales and distribution processes with a mobile application for field agents and a web portal for branch, regional and head office administration. It allows field agents, distributors and retailers to manage key tasks with ease and efficiency. TMX-SD addressed the main issues of Qarshi as:

- The mobile operates in both online and offline mode. The interface just requires the agent to add quantities of products, hence reducing the chances of errors.
- Orders entered in the mobile application are automatically synced on the administrator's web portal so the field sales team does not have to wait in queues for end day tasks.
- TMX-SD has a comprehensive inventory management system through which administration can track all related transactions: batch upload, stock issuance, stock transfer etc., to and from a particular warehouse.
- TMX-SD has a complete empty bottle management system that keeps records of the deposits, returns and sales on a per-customer basis.
- Agent geo-tracking in TMX-SD enables management to view the daily field journey of each field agent and tracks each activity performed (e.g. order taken, cash collected) with a map location as well as a date and time tracking.

- TMX-SD provides a color coded Order Booker efficiency report based on the number of productive shops in the field agent's daily journey.
- TMX-SD provides both distributor and order booker wise secondary sales report depicting the target achievement percentage on both levels.
- The health shop domain of Qarshi has been mapped as 'spot sellers' in TMX-SD and hence all of the activities, inventory and sales of health shops can be monitored now.



## Sales Audit via TMX-SD

Qarshi's sales audit operations have also been mapped in TMX-SD as Work With surveys. This feature covers the entire process of sales audit including monitoring retailer's stock, scoring, managing post-survey tasks, capturing competitor information and evaluating market shares.

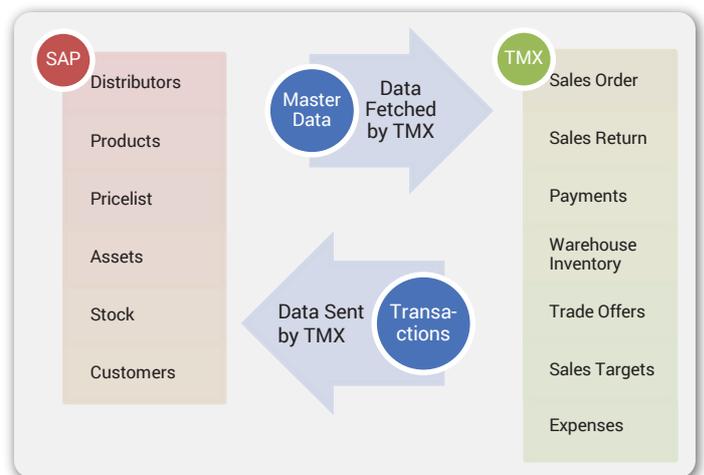
## Tertiary sales (shop offtake):

One of the main requirements from Qarshi's higher management was to monitor retailer's offtake. This was a real challenge for the Qarshi team as proper records of retailer's inventory could not be kept through the manual system. TMX-SD provides accurate reporting of tertiary sales using the retailer's previous and current stock (stored in system) and retailer's previous sales order. Thus the concept of tertiary sales monitoring has been implemented in Qarshi after executing operations via TMX-SD.

S/N	Distributor Name	Team	# of Order Bookers	# of Shops	Mushabab	Jan v Stock 1500ml	Jan v Stock 800ml N/E	Jan v Stock 1500ml N/E	Jan v Stock 3000ml N/E	Shelfed Backroom 800ml
1	Ahmad Raza Traders	Territory-01	4	1148	144	200	0	18	5	
3	Rizq Traders	Territory-01	3	217	16	0	0	0	1	
2	Alkhan Traders	Territory-01	5	876	1	282	110	20	1	
4	Husaid Traders	Territory-01	0	0	0	0	0	0	0	
Total					12	2241	181	482	130	7

## TMX-SD and SAP ERP integration for Qarshi

Qarshi Secondary Sales Implementation consists of two parts – Primary and Secondary Sales. Primary Sales is managed within SAP and TMX-SD covers Secondary Sales. For Qarshi Industries (Pvt.) Ltd. to effectively carry operations from Primary to Secondary Sales, certain Integration points were identified to help automate the data population from SAP to TMX and vice versa. These integration points include: Purchase Order from Distributor to Qarshi, Stock Transfer from Qarshi to Distributor, Stock Returns from Distributor to Qarshi, Master Data Update, Expenses, Incentives and Receivables from Distributor to Qarshi.



## Analytic Dashboards

TMX-SD has provided supervisor dashboards to Qarshi which has made it easier for higher management to monitor sales activities. These dashboards show a whole range of Key Performance Indicators including sales based on locations, top selling brands, most efficient field agents etc.

## TMX-SD

TMX-SD is a revolutionary Sales and Distribution cloud-based software product developed on our TMX Mobility Platform. It provides sales agents in the field with the complete range of sales and distribution functions run on smartphones which communicate with systems at Branch Offices or the Head Office in either real-time using mobile data, or at day end using data synchronization. Managers and executives use a web portal for sales and distribution planning, real-time performance monitoring, analytics and reporting.

### TMX Mobility Platform

TMX is a next generation enterprise mobility platform. It provides for integrated access to multiple back-end enterprise systems through a variety of mobile devices. The TMX platform is capable of both public and private cloud deployments. It supports fast and easy mobile app development, secure integration to back-end systems via scalable, enterprise-grade back-end services as well as application management and reporting. Applications built using TMX integrate field transactional data - including images, location co-ordinates and maps - with enterprise systems in real-time to help improve data quality and synchronize business processes.

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### About Us

TLX Mobility is a Techlogix company. It 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.

### Contact

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