



Enhancing Supply Chain Efficiency for Nokia phones across Regional Markets

In the Middle East, Africa, and Pakistan mobile phone markets, HMD was facing significant challenges in its distribution operations. These included fragmented retail channels, manual processes, limited retailer engagement, and a lack of supply chain visibility into market conditions and associated sales performance.

HMD engaged Techlogix to implement TLX Mobility's flagship platform - TMX Sales and Distribution (TMX-SD). It enables Nokia smartphones to be precisely tracked throughout their fulfillment journey—from the distributor's warehouse to retail outlets, to delivery field agents, and finally into the hands of consumers. TMX-SD provides head office supervisors, distributors, wholesalers, and retailers with real-time insights, visualizations, analysis tools, inventory updates, and management of sales targets and promotional offers.

TMX-SD has been successfully deployed to support smartphone sales at more than 30,000 retail outlets. Nokia's distribution ops have been running smoothly, contributing productively to the company's growth in these regional markets.

Customer
HMD Global

Industry
Telecommunications Equipment

Offering
TMX-SD Platform

About the Client

HMD Global, a Finnish company founded in 2016, revived the Nokia phone brand after acquiring rights from Microsoft. As the largest European manufacturer of smartphones, it aims to deliver robust, affordable, and high-quality mobile experiences to consumers worldwide. HMD has sold over 400 million devices and operates in 200 countries.

The Challenge: Operational Blind Spots

Nokia's sales and distribution operations in many regional markets suffered from a range of significant challenges:

- **Manual Form Errors:** Sales tracking and data collection processes were outdated and relied heavily on paper-based forms. Field agents frequently made errors while manually recording sales and deliveries, leading to data inconsistencies.
- **Cancellations and Returns:** Lack of real-time visibility into retailer inventories during order booking led to frequent equipment returns to distributor warehouses significantly impacting sales success.
- **Delayed Order Tracking:** Field agents were required to return to the head office and wait in long queues to process orders collected throughout the day. Information from the field was typically consolidated a day later and manually entered into the distribution management system, causing significant delays in order fulfillment.
- **Fragmented Retail Channels:** Thousands of small, unregistered, and non-digitized retailers operated independently outside of formal distribution networks, making it difficult to ensure consistent brand presence and control across markets.
- **Lack of Direct Retailer Engagement:** There was no structured mechanism to promote offers, validate transactions, or track incentive payments in real time. This limited the effectiveness of trade promotions and loyalty programs.
- **Limited Market Visibility:** HMD lacked real-time insights into stock levels, point-of-sale (POS) activities, and on-ground market conditions. As a result, promotional activities and sales strategies could not be optimized for local market dynamics.

The Solution: End-to-End Real-time Insights

The deployment of TMX-SD digitally transformed HMD's sales and distribution operations in regional markets - streamlining workflows, boosting field productivity, and enabling real-time visibility across the mobile phone retail ecosystem.

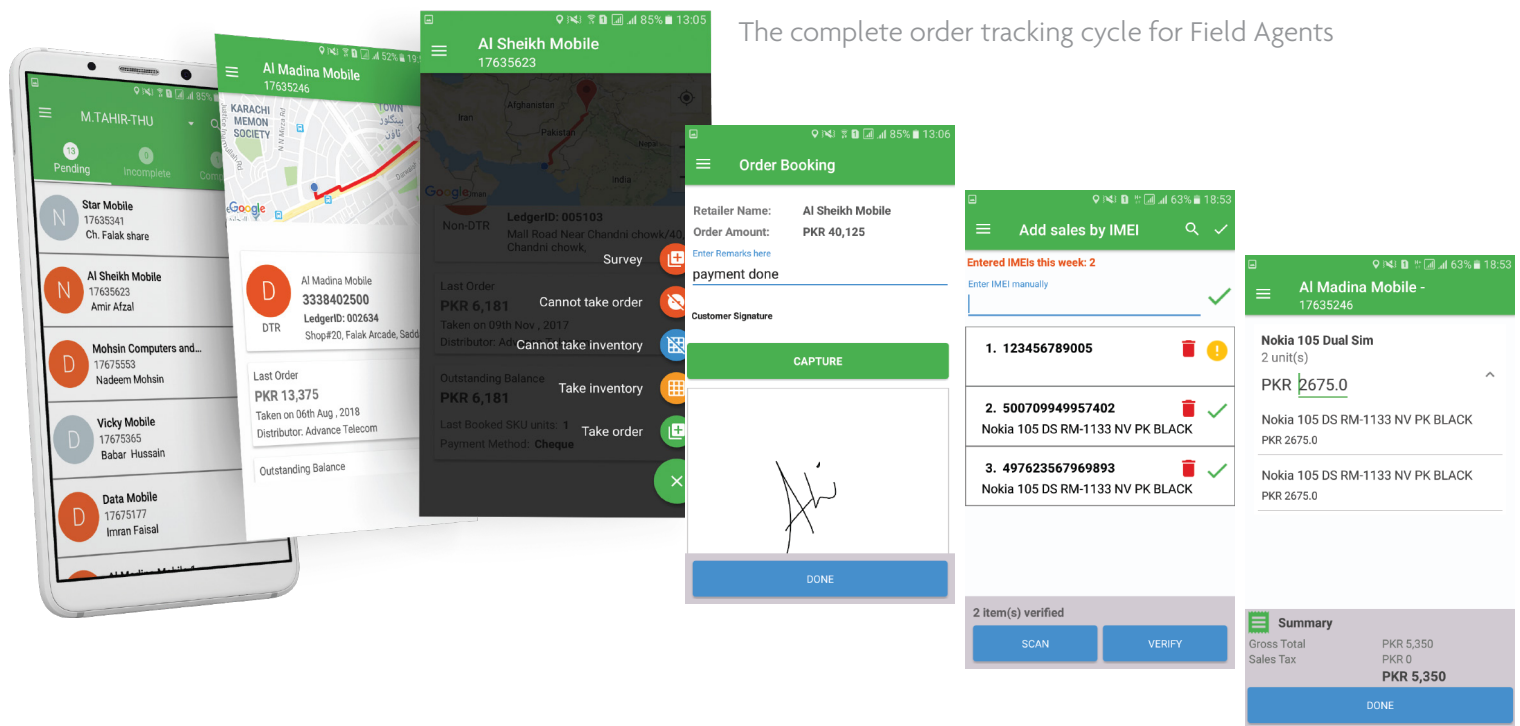
- **Verified Retailer Base:** The Champion App enabled field surveyors to geo-tag and profile retail outlets, building an up to date, verified database and filtering out fraudulent or inactive retailers.
- **Field Force Digitization:** Sales promoters and surveyors were digitally empowered through app-based tools with real-time geo-tracking and performance monitoring.
- **Retail Promotions and Rewards:** The Promoter App captured retail-level sales, validated transactions via IMEI and customer ID, and supported direct communication of sales targets and incentives.
- **Retailer Empowerment:** A self-service Retailer Web Portal allowed retailers to monitor sales, track promoter performance, and manage orders independently.
- **Buy Now, Pay Later (BNPL) Integration:** TMX-SD embedded consumer financing with digital workflows for onboarding, credit screening, payment planning, and collections. Key features included:
 - Instant credit profiling and KYC using National ID repository and credit scoring services
 - Eligibility checks and flexible payment plan selection
 - A self-service consumer app with mobile wallet integration
 - Multi-factor authentication and device locking for credit protection
- **Real-Time Sales & Mobile Event Management:** IMEI-level tracking ensured end-to-end transaction traceability. HMD gained complete visibility across sales, promoter performance, outlets, and regions.
- **High Availability:** TMX-SD is a cloud-native Software as a Service (SaaS) solution deployed at Microsoft Azure Cloud, ensuring 99.99% uptime and rigorous compliance with international data and application security standards.



Key Benefits: Data-Driven Retail Transformation

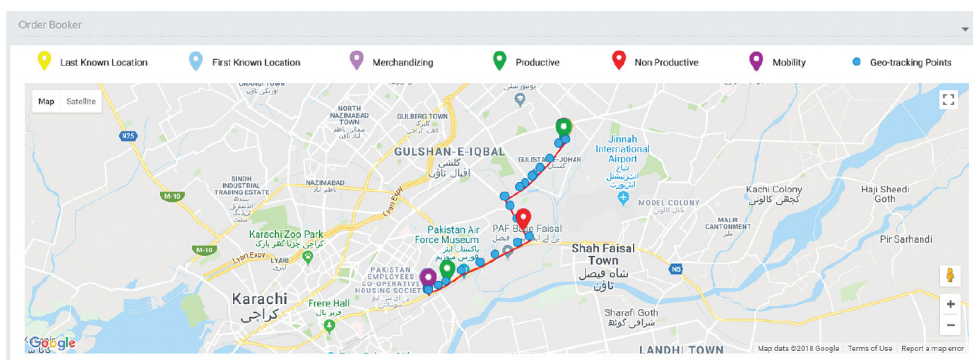
TMX-SD now supports smartphone sales across 30,000+ retail outlets, driving Nokia's growth in regional markets by digitizing its distribution and sales ecosystem.

- Foundation for Innovation:** TMX-SD enabled advanced capabilities like BNPL, loyalty rewards, digital financing, and performance benchmarking. It unified promoters, retailers, distributors, and brand teams under one digital platform.
- Insights-Driven Decision:** Real-time dashboards and analytics empowered all stakeholders with insights such as:
 - Retailer conversion rates
 - Geo-performance heat maps
 - Sales vs. payments cost analysis
 - Promoter productivity comparisons
- Efficiency Gains:** Sales recording time reduced by 75%; reporting became 5x faster.
- Higher Productivity:** With **85% operational visibility**, order execution improved by **40%**, data duplication dropped **90%**, and field productivity rose **55%**.
- Sales Controls:** Agent accountability increased by 60%, while GPS access helped reduce route deviations by 40%.
- Billing & Recovery:** Billing cycles became **40% faster**, and payment recovery engagement rose **30%**.
- Full Compliance:** Achieved **100%** regulatory compliance.



The complete order tracking cycle for Field Agents

Agent Tracking



TMX-SD

TMX-SD is a revolutionary Sales and Distribution software product built 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 at 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 operational planning, real-time performance monitoring, analytics and reporting.

TMX Mobility Platform

TMX is a cloud-native enterprise mobility platform that enables integrated access to back-end enterprise systems from applications running on mobile devices. TMX 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.

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.

Contact

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