



Connected Commerce: Real-Time Insights for Dollar Industries

Dollar Industries is a heritage stationery manufacturer with a strong global footprint and an established reputation for quality and reliability. Its vision is reinforced by a quality-first culture focused on continuous improvement and rigorous compliance with international standards, including European, US, and UK certifications.

Dollar Industries' secondary sales operations were heavily relying on paper-based order forms, delivery notes, and stock records. Order bookers and retail customers faced delays in placing and processing orders, while managers lacked real-time visibility into daily sales activity, inventory levels, and merchandising compliance. This led to missed sales opportunities, inconsistent execution in stores, and time-consuming reconciliations.

TMX deployed a mobile accessible platform that digitized order booking, retailer ordering, delivery settlement, inventory management, and in-store merchandising. Mobile apps enabled order bookers and retailers to digitally place orders; AI tools tracked compliance, and real-time dashboards provided a single-window view of operations. This reduced manual errors and improved decision-making across the sales network.

About the Client

The client is Asia's leading writing instruments and stationery manufacturer, exporting to more than 50 countries across all major regions. It operates world-class, vertically integrated manufacturing facilities and adheres to internationally recognized quality and safety standards.

Customer

Dollar Industries Pvt. Ltd.

Industry

Stationery Manufacturing

Offering

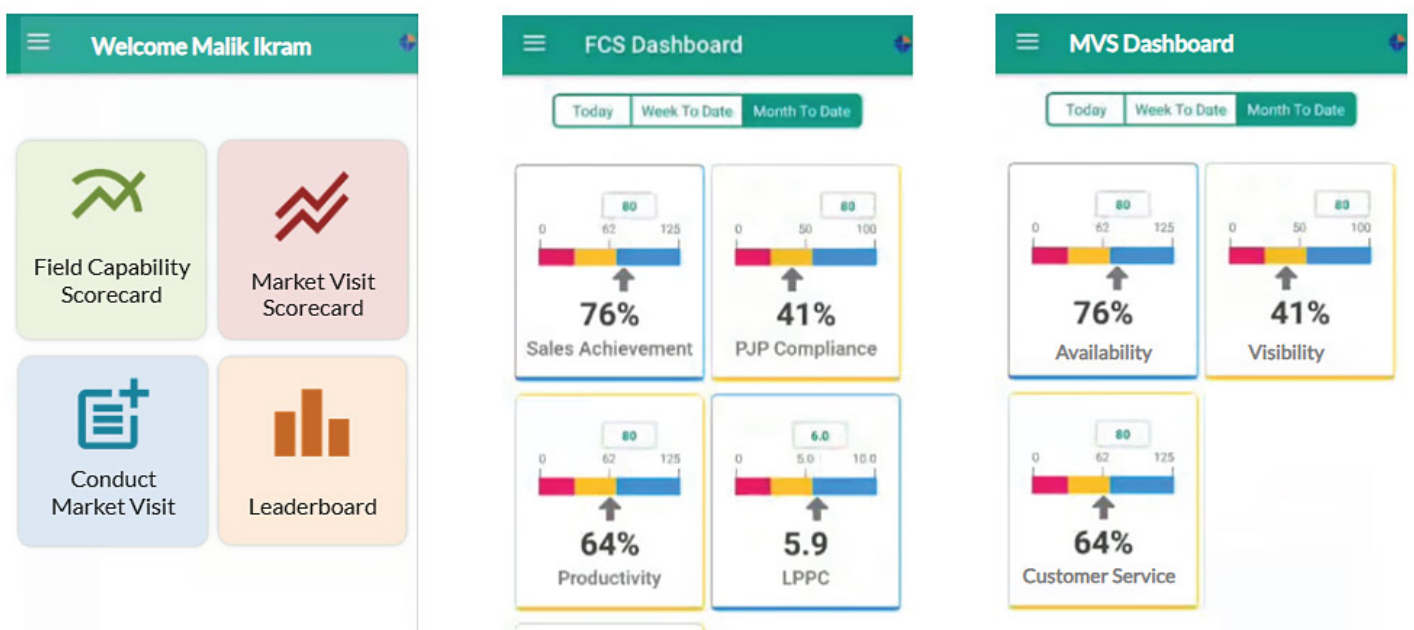
TMX-SD, Sales & Distribution

The Challenge: Operational Blind Spots in a Paper-Driven Sales Model

- Paper-Based Sales:** Secondary sales activities were fully manual, with all orders, visits, and transactions recorded on paper, resulting in slow, error-prone data consolidation and no centralized record system.
- Limited Sales and Field Visibility:** The management lacked real-time and historical insight into order booker performance, target achievement, comparative performance, and productivity. There was no reliable means of monitoring field execution, shop visits, route adherence, or visit effectiveness.
- Delayed Reporting and Decision-Making:** Manual reporting led to delays, data inaccuracies, and limited confidence in performance reports, restricting data-driven decisions such as identifying high and low performers or optimizing sales routes and coverage.
- Legacy Technology Constraint:** The existing system was built on outdated technology that could no longer support modern sales workflows, real-time data capture, or scalable digital expansion.

The Solution: Digitized Secondary Sales Operations

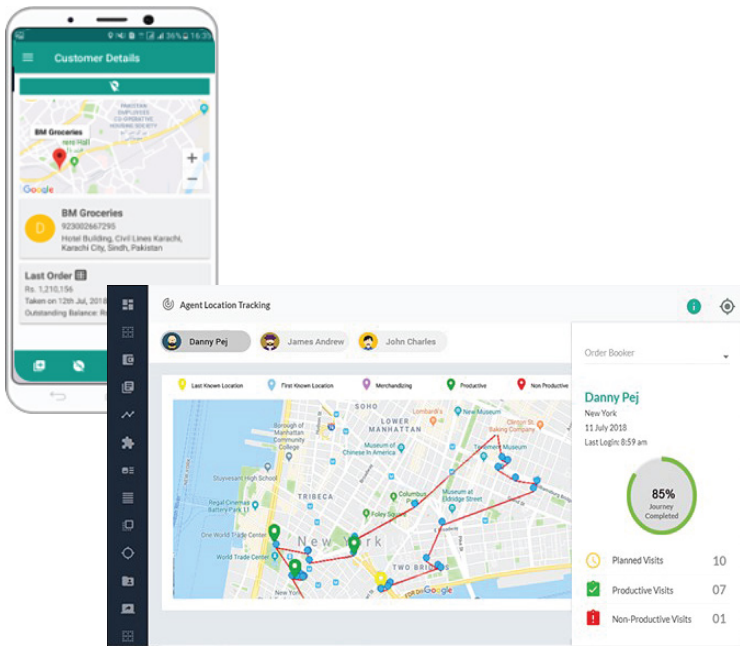
- Centralized Sales & Cash Flow Management:** TMX digitized the entire secondary sales ecosystem through a unified, app-based platform covering order booking, retailer ordering, delivery settlement, inventory control, and merchandising execution.
- Mobile-First Ordering:** TMX enabled order bookers to capture orders digitally via a mobile app, while a dedicated Retailer App allowed retail customers to place orders directly. This improved accuracy, speed, and convenience, increased order capture efficiency, and reduced operational costs linked to manual order collection and follow-ups.
- Performance KPIs & Inventory Tracking:** A single-window system provided visibility into targets, achievements (daily, weekly, monthly), productivity, retail orders, stock updates, and inventory movements, enabling real-time updates and better operational control.
- Delivery and Settlement Automation:** A Delivery Man app supported delivery execution, order settlement, payment recording, and delivery closure, significantly reducing manual back-office processing and paper reconciliation.
- AI-Based Merchandising Automation:** AI tools digitized and standardized in-store merchandising, enabling real-time tracking of displays, shelf placement, and availability. Objective compliance monitoring reduced manual checks and human bias, allowing faster assessment through automated analysis and quicker insights.



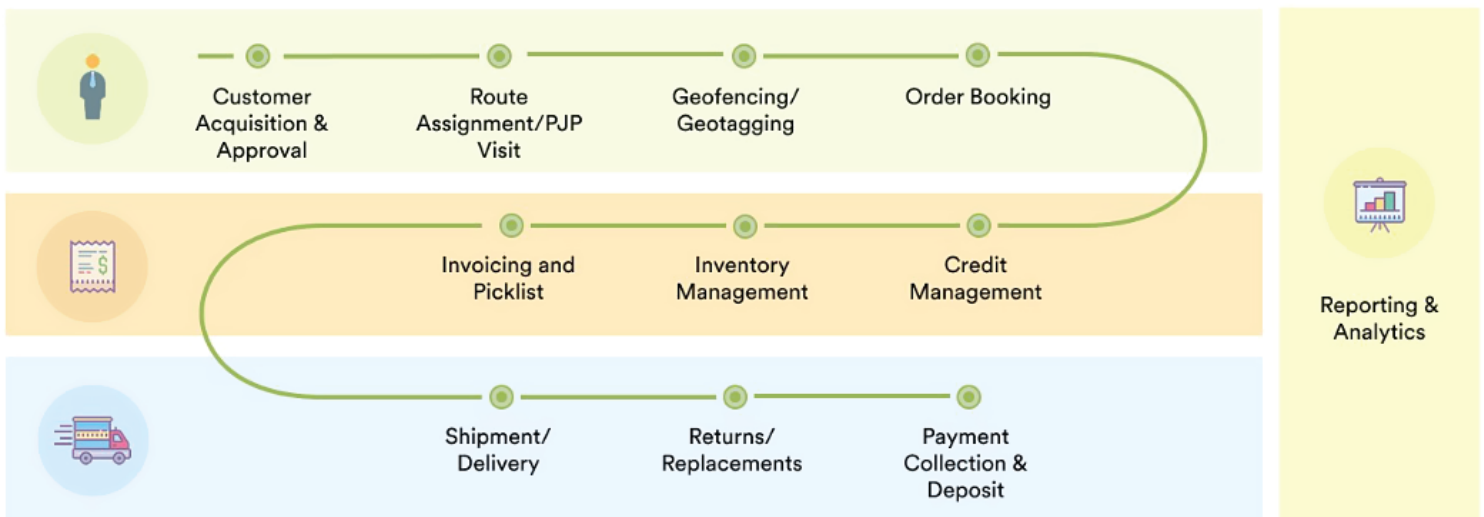
Supervision and above will be able to perform four (4) actions

Key Benefits

- Fastest Implementation and Scale:** TMX went live in Hyderabad on 1st June after a successful pilot and was rolled out to 59 towns across Pakistan within four months, enabling rapid adoption with minimal disruption.
- Inventory & Order Accuracy:** Live inventory visibility for order bookers, reduced order errors, improved fulfillment accuracy, and supported higher-quality secondary sales execution.
- Real-Time Insights:** Live dashboards and digital tracking provide instant visibility into start/end-day activity, planned vs. actual execution, order volumes, sales value, return orders, visit execution, productivity metrics, and average end-day times. This enables proactive daily management while improving discipline, performance monitoring, and overall sales accountability.
- Data-Driven Decisions:** End-to-end digitization eliminated manual paperwork, enabled geo-tagging and customer profiling, and provided a single-window view of all retail customer orders. This ensured accurate, reliable data for faster tracking, insights, and decision-making.
- Target-Driven Performance:** Centralized KPI reporting enables clear tracking of targets vs. achievements, identification of top-performing sales staff and distributors, and timely corrective actions.



All transactions are tagged, aggregated and analyzed across products, locations and agents



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

Visit us online at www.TLXMobility.com
For more information, contact info@TLXMobility.com