

The background of the slide is a photograph of a tractor manufacturing plant. Several blue tractors are visible on an assembly line. The ceiling is high with blue steel beams and overhead lighting. In the foreground, there are yellow support stands and a cart with tires. The bottom left corner of the slide has a dark grey and red geometric design.

# PWA Empowers 10,000 Users Across the Tractor Manufacturer's Value-Chain

## Summarizing Situation

India's 60-year-old well-known brand in the automotive manufacturing industry was facing a major challenge with the increasing use of counterfeit spare parts during the vehicles' repair process. To understand the root causes of this issue, our client investigated and discovered several reasons behind it.

- Lack of awareness among customers about genuine parts, including newly launched parts & schemes
- No visibility into secondary sales data in the distribution channel
- No insights into the distributor's inventory and fill ratio
- No record of field teams' activities, expenses, and ROI

These challenges restricted the client from analyzing and strategizing sales of genuine spare parts effectively. In addition to these challenges, the traditional inquiry process of spare parts availability between the retailer, distributor, and field force led to miscommunication and inefficiencies in the system, making it easier for counterfeit parts to enter the market.

## Business Impact

The client's product performance team identified the following critical aspects:

- Average vehicle life reduced to 12 years from 15 years
- Decreased sales of genuine parts
- Inaccurate demand forecasting leads to overstocking or stockouts
- Ineffective inventory management and supply gaps
- Difficulty in controlling costs and optimizing resource allocation

## Resolution

The client approached Softude to mitigate the risk involved in the process and come up with a better solution. After a brainstorming session with the client, we realized that there are different entities involved in the entire process which can be streamlined through two separate mobile applications- one for order management applications for the retailers and distributors and the second application for the distributor's field force management. We developed these two mobile apps and also helped the client in establishing more mature processes.

However, encouraging the applications download and adoption among business users was the biggest challenge. We tackled this challenge by leveraging the progressive web app platform and gave users the convenience of using applications on both the browser as well as on smartphones.

## App for Order Management

The first application helps in order management enabling the client to track and view

- All the communication and transactions between the retailers and distributors
- Orders of spare parts by retailers
- Turnaround time of distributors against the orders
- Inventory status at the distributors' end

The application also helps the client to broadcast information on the newly launched parts & schemes to distributors and retailers.

## App for Field Force Management

The second application helps connect the field force with the client and gives insights into the field forces' beat plan, field activities, and sales volume by state, and city.

Furthermore, our proposed solution also helped the client generate 20+ analyses and 15+ reports for evidence-based decision-making. These reports include:

- Beat Plan for PSE / TM / RM
- Beat plan tracking and adherence report
- Activity plan report
- Fill-in ratio reports
- Collection in comparison to the outstanding amount
- Short stock fulfillment report and many more

# Resolution Impact

- 47% increase in spare parts sales within 3 months of application deployment
- Predictability of spare parts requirements through data analytics
- Complete visibility of distribution channels across PAN India
- Mentoring, tracking, and approval of field force teams' activities at all levels
- Streamlined order management and fulfillment
- Improved fill rate at distributors' and retailers' end

Other benefits of the solution were:

- Auto-generation of PO for short stock
- Quick identification of issues within the supply chain and fixing them
- Sales promotion of genuine parts
- Keeping distributors and retailers updated about new parts through digital channels

## About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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