



Some use cases of CashOS (Cash Optimization Software)



Use case 1:

Ready to eat Energy snack brand

- Location: Hyderabad
- Background: This is an emerging Brand with presence across 3 cities. The product is distributed mainly through modern trade. Company has dual distribution channel .Direct and through Distributors.
- Challenges:
 - No technology to track the process end to end
 - Huge amount of time wasted on routine tasks of checking mails / approvals etc
 - The entrepreneur sees the complexity of operations increasing multiple fold as the number of SKUs increase in the near future
- Expectation from CashOS
 - Assist with Technology to track the complete process end to end



Use case 2: Emerging Tea Brand

- Location: Pune
- Background: This is an emerging Tea brand which is struggling to establish a distribution channel and make a presence across the retailers
- Challenges:
 - No proper distribution channel
 - Difficult to penetrate the established distribution system
- Expectation from CashOS
 - Assist with Technology to setup a 'pull' based sales system by enabling direct engagement with the retailers, which will in turn make it easier to establish a distribution channel
 - Setup a 'sales engine' which achieves desired results with lower cost of sales



Use case 3: Pooja Oil Packaging and Distribution Business

- Location: Hyderabad
- Background: The Company does Packaging and Distribution of Pooja oil across the states of Telangana and AP. Has 60 distributors. 6 sales people covering the Distributors.
- Challenges:
 - Tracking Sales reps
 - Sales get generated only when Sales people visit
 - No tracking mechanism to measure secondary sale / customer purchasing patterns
 - No mechanism to track the inventories across the distribution
 - Manual pen/paper based ordering mechanism leading to lot of reconciliation and admin work
- Expectation from CashOS (initially)
 - Technology to track sales reps
 - Automate order taking process



Use case 4: Soft drink brand

- Location: Pune
- Background: The soft drink Brand wants to penetrate deeper across South India and then across India. They plan to setup Super stockists at every District level servicing 7-8 Distributors at Taluk levels. One Sales rep would be mapped to 7-8 Distributors. Sales rep reports to Sale Officers who take care of 4 Districts. Sales Officers reports to Area manager at State level, who in turn reports to Regional Manager.
- Challenges:
 - Low shelf life product, huge risk of stock expiring due to lack of visibility
 - No system to track sales reps or inventories
 - Sales system completely dependent on presence of Sales reps
- Expectation from CashOS
 - Automate complete Sales and Distribution system
 - Reduce expiry losses through better visibility to stocks
 - Access to real time dashboards and reports



Use case 5: One of the largest FMCG companies in Egypt

- Location: Alexandria, Egypt
- Background: Easy group is one of the largest FMCG brands in Egypt. They are into manufacturing of Personal care and Baby care products under the Brand 'Easy'. They have an Oracle ERP system to manage their manufacturing and procurement but no system to manage their Sales and Distribution.
- Challenges:
 - Manual pen / paper based order taking leading to duplication of work with orders being entered again manually into the system. This is resulting in additional costs, errors and delays across the fulfillment process.
 - No mechanism to track Sales reps
 - No mechanism to track secondary sales and engage directly with Customers
 - Excessive dependence on Distributors for market presence
- Expectation from CashOS (Initially)
 - Automate the order taking and fulfillment process and help track sales reps
 - Reduce duplication of efforts
 - Improve efficiency of Van sales operations



Use case 6: FMCG Distributor in Nepal

- Location: Kathmandu, Nepal
- Background: The Distributor deals with a few Brands imported from India and distributes within Nepal through a network of Distributors.
- Challenges:
 - No system to manage inventory
 - No system to collect, process, fulfill and track orders
 - No system to track sales reps
- Expectation from CashOS
 - Automate the inventory management, order taking and fulfillment process



WOULD YOU LIKE TO KNOW MORE?



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Thank you

