



Bizom

business on the move

Sales Force Automation

“9th fastest growing tech-firm”



Mobisy - a pioneer in cloud mobility solutions

- Founded in Feb, 2007
- 100+ employees, 250+ Customers, 100,000+ users
- Head office in Bangalore
- Funded by one of the largest VC funds in India, Ojas Ventures
- Sales and support office in Bangalore, Mumbai & Delhi
- Profitable with 8 years exp in Enterprise Mobility
- Mobisy is India's 9th fastest growing Tech Start-up as per Deloitte
- Mobisy has been amongst the top 10 Startups in TechSpark '16 organized by YourStory

Our Presence



250+ Customers



100,000 Users

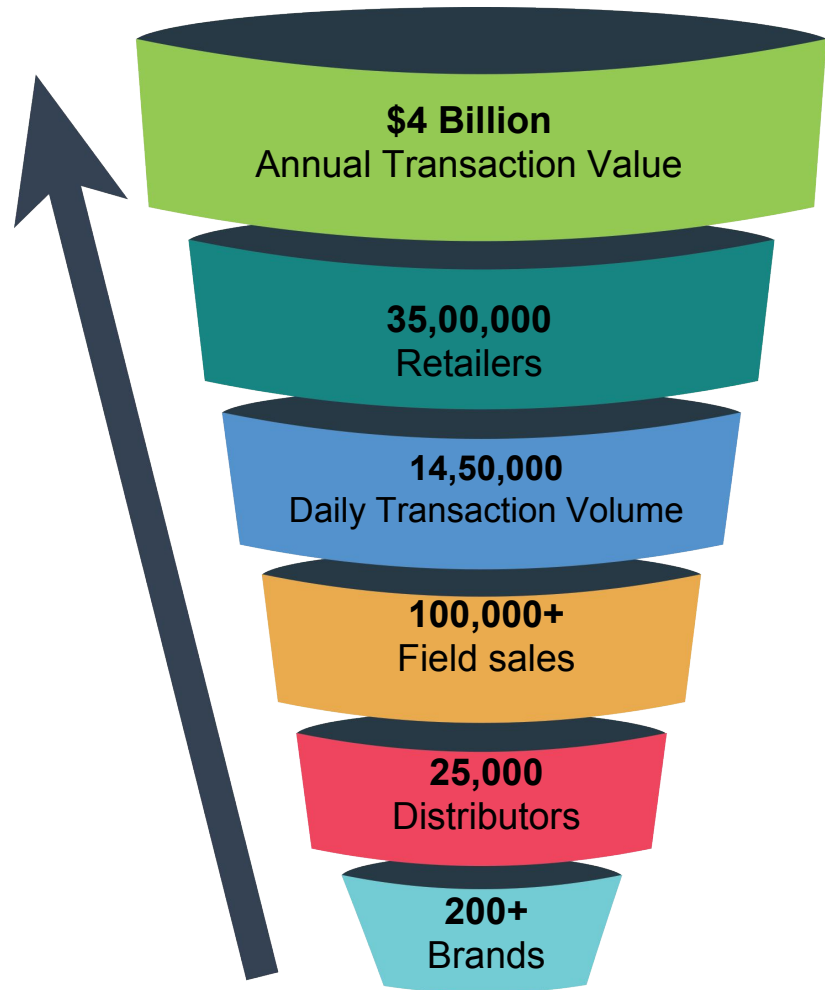
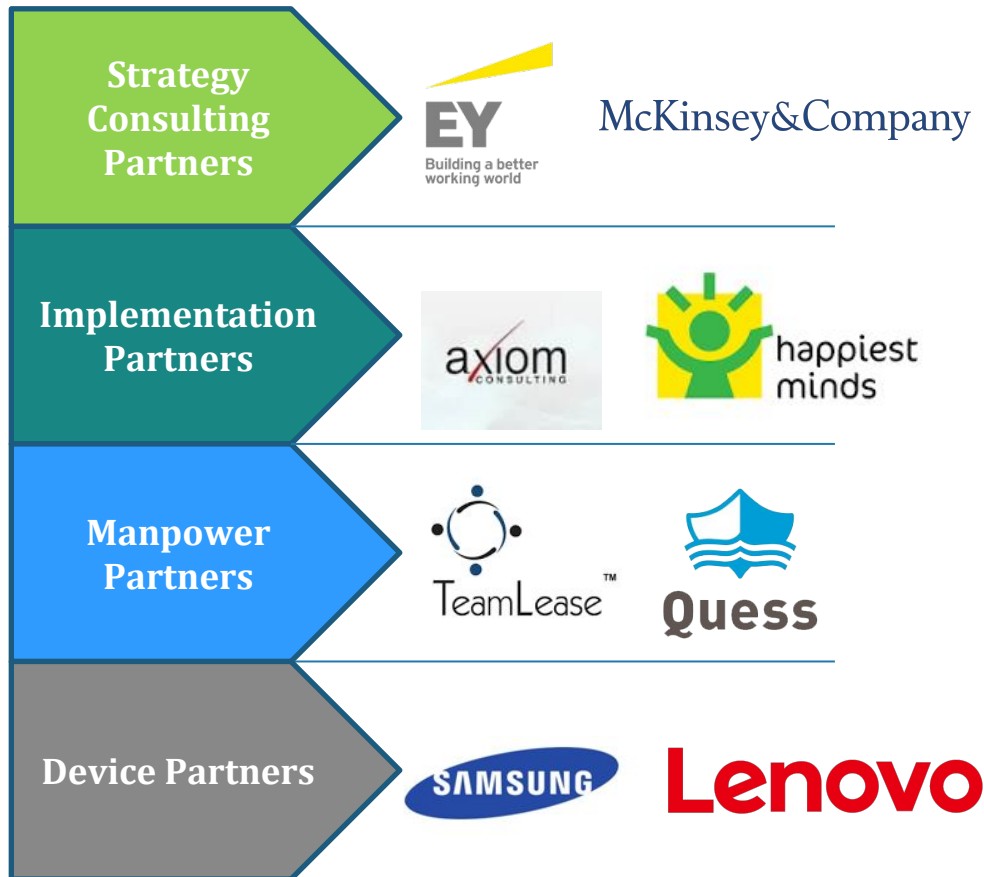


35,00,000+ Retailers

Our Presence



Bizom 's Ecosystem



Why Bizom?



One Stop Solution

Bizom is the answer to complete automation of your salesforce



Faster Go Live

Two week typical go live time



Analytics

ELL, our very own analytics module for better reporting and responsive dashboards



Paanchvi Pass UI

Fantastic UI, great UX



Support

Our own proactive support systems to help better drive your SFA

Solutions - Sales Force Automation

- Asset Management
- Enrollment Outlets
- Field Marketing
- Brand Activation
- BTL Tracking
- Executing Trade, Promotions and Budgeting
- Employee Engagement
- Predictive order
- Outlet wise historical data
- Servicing and B2B workflow



Solutions - Distribution Management System

- Distributor Engagement
- Inventory Management
- Claims Processing
- Collection Management
- Invoicing
- Loadsheet Management
- Primary Order
- GRN
- Credit Management
- Van Sales / Ready Stock Automation



Solutions - HR Automation

- Attendance and Leave Management
- Payslip Management
- Activity Tracking
- Collection Management
- Invoicing
- Load Sheet Management
- Primary Order
- GRN
- Credit Management
- Van Sales / Ready Stock Automation



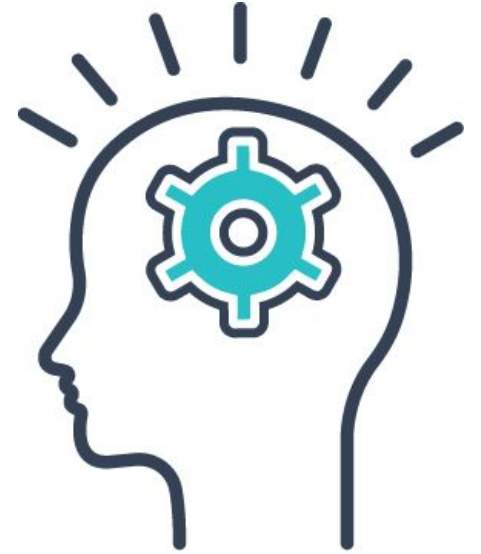
Solutions - Retailer Automation

- Retailer Engagement
- Consumer Engagement
- Announcements
- Feedback
- Visibility Tracking
- Loyalty
- Trade Promotions Execution
- POSM
- Modern Trade Automation
- Institution/ HORECA Automation



Solutions - Analytics

- Distributor's ROI
- Expense Monitoring
- KPI wise Sales Trends
- Range Selling
- Scheme Budget v/s Utilization
- Placement Tracking and Shelf Share
- Target and Achievement
- Fill Rate Measurement
- Distribution Reach
- Execution Effectiveness Tracking



Advantages of ELL BI over Qlik / Tableau

ELL's Metadata Layer helps handle huge data easily of any downstream supply chain report in typical consumer product company



Push notification or alerts can be configured on Business Rules

ELL costs 1/10th of the license cost of Qlik / Tableau

ELL comes integrated with Bizom's SFA & DMS & one can create any reports specific for mobile, web or tablet

Competitive Analysis



Go Live in 15 days

One stop solution for all downstream supply chain operations

Entirely customizable solution with Plug and Play Model

Maintains data authenticity and exclusiveness

Availability of primary, secondary and tertiary data

ELL reporting BI for easy data analysis

Minimal integration with any ERP or CRN's within 3 days

Costs 1/10th of Salesforce



Can take 6-9 months post customization

Not user friendly and requires extensive training

Customization tool kits on salesforce can be cumbersome to use.

Only provides primary and secondary sales.

Provides huge complex data which is difficult to analyse and widely publicized data centre unreliability

Integration with 3rd party, ERP/ CRN's consumes time

SFDC focused only on task and lead management

Very Expensive

Top brands have already switched to Bizom

1 WinIT

CargillTM

CAPITAL
FOODS PRIVATE LIMITED

MaproTM



2 IVY Mobility

NiLON's

Parle Agro

NIVEA

3 Botree

Jyothy  **LABORATORIES LIMITED**

 **FENA**

Maiyas

4 Sales Force

MOLSON  **Coors**

Henkel

5 Smollan

HERSHEY'S

Case Studies

Case Study - Mars



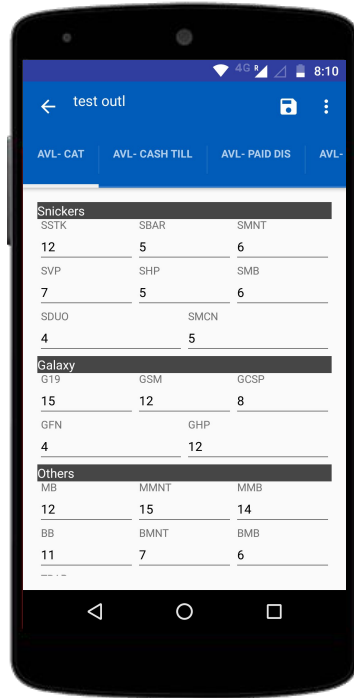
Problem

Asset Tracking & Asset Service Management

- No Retailer wise Asset database
- Effectiveness of Assets at the retailer on Sales was a question
- Blind spot on the health of assets resulting in huge damage & returns
- No way to track servicing details (Maintenance, TAT for Asset Damage service)
- Purity of Freezer not known

Case Study - Mars - Solution

MARS

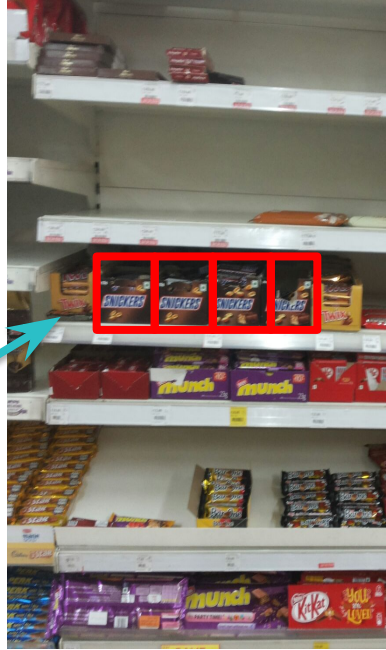
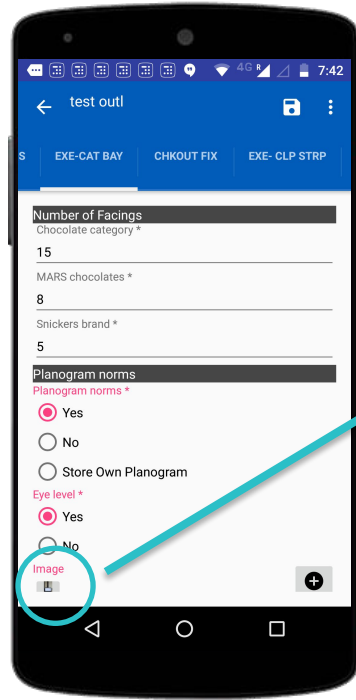


Product Category-wise
Stock Capture

Store	City	State	Fordate	Snickers							Mars					
				SBAR	SDUO	SHP	SMB	SMNT	SMCN	SSTK	SVP	MB	MMB	MMGP	MMNT	MDGP
REL_Aundh	Akola	REL_Aundh	2017-02-08	280	0	28	20	18	0	195	98	0	0	0	0	0
BB_Vikhroli W Hometown	Mumbai	BB_Vikhroli W Hometown	2017-02-08													
BB_Vas	Navi Mumbai	BB_Vas	2017-02-08	258	0	28	48	27	0	0	25	90	0	0	0	0
DM_Vasai		DM_Vasai	2017-02-08													
Doolvalli Dmart	Thane	Doolvalli Dmart	2017-02-08	1007	0	28	16	106	0	836	0	87	0	0	0	0
DM_Malad W	Bhadravati	DM_Malad W	2017-02-08	204	0	84	0	132	0	485	0	204	0	0	185	0
SB_Pune		SB_Pune	2017-02-08	258	0	84	28	32	0	300	409	140	0	0	28	0

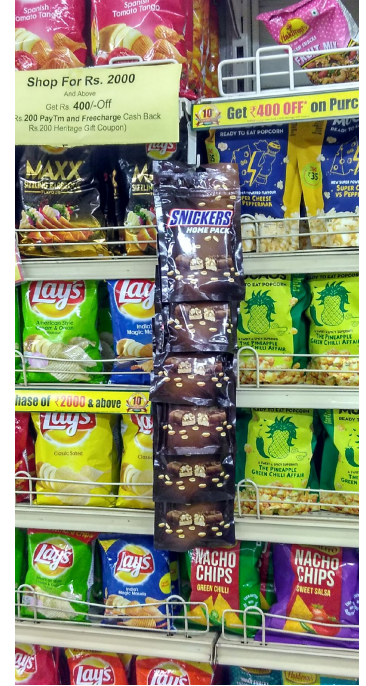
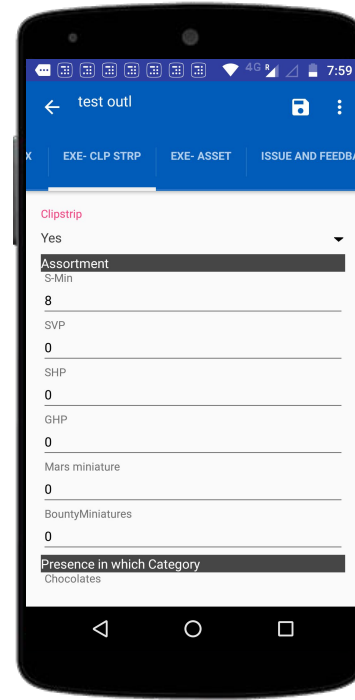
Dashboard reflecting store-wise stock and product
category-wise on-shelf stock (colour coded for quick reference)

Case Study - Mars - Solution



Bizom helps in increasing Planogram compliance and track number of facings category-wise

MARS



Clip Strip execution in MT stores can be assessed using Bizom

Case Study - Mars - Result

MARS

Turn Around Time

60% improvement
in TAT for asset
servicing and
maintenance

 + 60%

Health of Assets

Downtime of
fridges and
spoilt products

 - 35%

Chiller Fill Rate

90% fill-rate of
chiller with Brand
specific products.

 + 90%

Increase in Sales

30% increase
in sales.

 + 30%

Case Study - Cargill



Problem

Streamlining Huge Sales Force and inducing Higher Customer Engagement

- Sharper and predictive sales planning
- PJP planning and market coverage data hygiene
- Consistent Real time Sales Data for better decision support
- Tracking of Primary, Secondary and Tertiary sales
- Regulation of schemes and budgets
- Capture counter sales and counter sale returns from channel Partners.
- Better Customer Management & CRM

Case Study - Cargill - Solution



Cargill implemented the following from Bizom to optimize and automate all their workflows

- Attendance and Leave Tracking
- Beat Planning
- Salesman Discipline Hygiene (Safety Adherence)
- Inventory Management
- Order Management

Case Study - Cargill - Result



Outlet Coverage

**New Addition of
120000 outlets**

Sales Discipline
& Hygiene

**Productivity
increased by 40%**

Reduction in
Zero Sales Outlets

**100000 Unique
Billed Outlets
every month**

Channel & Employee
Transparency

**Reduction in
discounts by 15%**

Case Study - Nivea



Problem

Managing Rural Distribution

- Distribution process was unorganized in tier 2 & 3 cities with no visibility on the sales pattern
- The products were not reaching to regular outlets which constituted of 70% of General Trade
- Competitor's dominance in rural
- Thus, 95% of the time there was lack of timely actionable data as #1 road block for improving productivity of sales team in rural

Case Study - Cargill - Solution



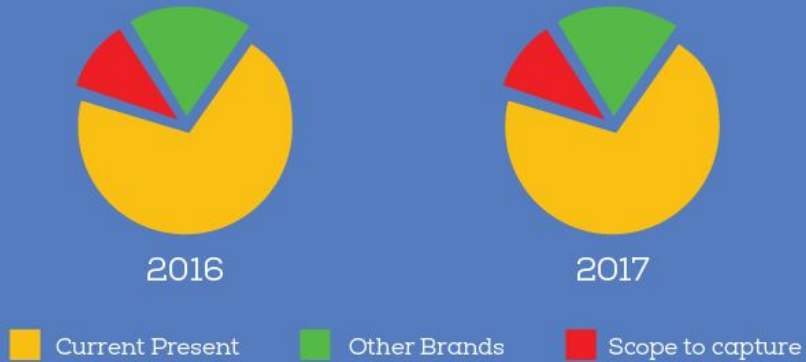
Nivea implemented the following from Bizom to optimize and automate all their workflows

- Order Management
- Collaterals Management
- Schemes Management
- Inventory Management
- Beat Planning

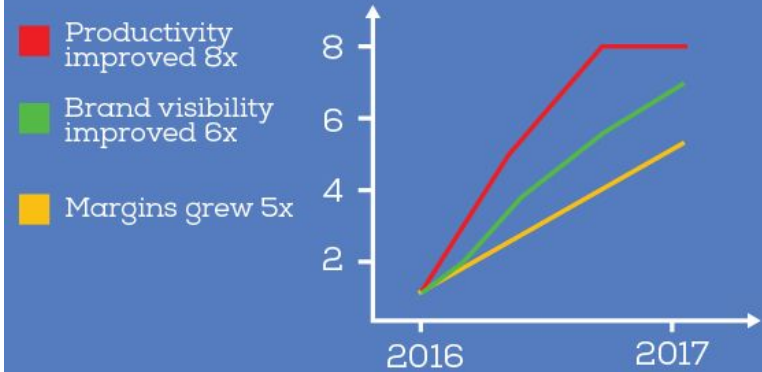
Case Study - Nivea - Result



Brand Visibility



Productivity Increase



Testimonials

“

Within one month of Bizom implementation, our sales growth increased by 4 times in Bangalore. Bizom implementation was done very fast with much needed customization, we went live in just two days!

- Sudarshan Maiya (Executive Director)

”

“

We needed a customer platform that was stable and scalable. We zeroed in on Bizom and 3 years down the road, we do not have any regrets, and, Bizom is helping us become a customer-centric company.

- Ramendra Chaudhary (Head IT – Molson Coors International)

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Thank You