



**MODERN
DISTRIBUTION™**
DIGITAL DISTRIBUTION PLATFORM

INTEGRATED MULTI-MODEL DISTRIBUTION

ENTERPRISE DIGITAL PLATFORM FOR DISTRIBUTORS AND CPG COMPANIES

B2B E-Commerce · Advanced Supply Chain · Smart Field Sales Operations

Enable digital commerce with customers & suppliers, optimize overall supply chain performance, and improve delivery efficiency

- ❖ B2B E-Commerce portal with multi-channel customer engagement and order management
- ❖ Product content and catalog management with multi-currency support
- ❖ Real-time visibility of the supply chain with advanced order and inventory management
- ❖ Best-in-class margin management with advanced pricing engine
- ❖ Mobile-enabled field operations: route planning, van sales, and delivery management
- ❖ Flexible licensing options to extend current ERP solution, or ground-up new installation

From Sonata Software - **The Platformation Company**



Modern Distribution, an integrated digital platform

Distribution have always been a critical component of CPG companies and Wholesale Distributors. In the digital age, expectations of distribution operations have expanded to include real-time visibility and enhanced ease-of-use to end recipients. Field personnel too, expect delivery operations to leverage technologies that have simplified their lives outside of work.

To meet these expectations and win in the digital economy, distributors need to adopt an Enterprise Digital Platform that can transform their distribution system. Sonata's Modern Distribution platform helps companies implement digital distribution with a multi-faceted approach.

The first component is the Advanced Supply Chain. Built atop Dynamics 365, the Advanced Supply Chain module helps organizations depict & plan business processes accurately, thereby increasing supply chain velocity, avoiding stock outs, and optimizing overall profitability.

The second component is B2B E-Commerce. Relying on a solid open source stack, this module widens market reach using the Internet. The system extends the ERP to the customers for hassle-free order placement and real-time tracking, with paperless operations.

Smart Field Operations is the final component, with which B2B companies can improve their field sales efficiency through route planning, truck inventory management and paperless smart delivery with POD captured through our mobile app. The field force thus stays connected with the back office and accesses inventory in real-time while taking orders and up-selling or cross-selling with promotional products.

Sonata's Modern Distribution Platform brings under a single umbrella a comprehensive feature set that lets B2B companies improve delivery efficiency, enable B2B digital commerce, tie in supply chain performance with their plan-to-profit goals. The licensing model helps enterprises to choose one or more modules of the platform as per their specific needs.

41%

Wholesalers surveyed identify eCommerce as their top sales channel
- MDM 2017 Distribution Outlook

63%

Companies cited Direct-to-store (DSD) delivery as a key component of their company strategy
- Honeywell, DSD: Global Insights Survey

CUSTOMER SUCCESS



INDUSTRIAL DISTRIBUTION COMPANY

Implemented advanced order management methods, and improved its customer service

Deployed the modern distribution platform over their existing MS Dynamics AX software to get real-time visibility of order status and historical quotations enabling effective and efficient customer service.

SINGLE

VERSION

Of truth for all its employees



MOBILE & PORTABLE ENERGY SOLUTIONS PROVIDER

Streamlined inventory management for downstream manufacturing processes

Automated and tracked inventory movement with configurable rules, and improved processes around customer consignment inventory and global vendor management

IMPROVED

FLEXIBILITY

In global customer consignment inventory management



CONNECTED



INTELLIGENT



OPEN



SCALABLE

Multi-channel engagement with faster onboarding of B2B customers, suppliers and third party providers

Real-time visibility of orders and inventory across the distribution network, and configurable pricing engine

Extensible & modular solution components with open-standard interfaces for application integration

Supports large number of users with high availability with in-premise, cloud and hybrid deployment models

ADVANCED SUPPLY CHAIN

Real-time visibility of orders & inventory for effective order management | Reduce inventory carrying cost

Revenue Management

Advanced Pricing, Pricing Workbench, Sales Price Formulas, Vendor Rebates for Retail and Counter Sales, Chargeback

Advanced Commissions Manager, Margin Estimation Including Vendor Rebates / Reimbursement, Cost to Serve Report

Order Management

Advanced Order Entry, Stock Availability, Advanced Search for Products and Customers, Advanced Credit Checks, Workflows - Quote to order, Return order

Depletion Management, Margin alerts by item and customer groups, Automated Holds based on Margin and Credit, Product Substitution / Up-sell / Cross-sell

Inventory Management

Inventory Allocation Rules and Agreements, Vendor Managed Inventory, Customer Consignment Inventory, Advanced Drop Shipment

Vendor Performance Management, Automated Calculation of Lead Time Actuals, Advanced Shipping and Receiving Date Control

Procurement Management

Advanced Landed Costs, Intelligent Purchase Requirement Consolidation, Master Catalog

Create Item on the Fly During Quote to Order Process, Create Quotes and RFQs Using Unreleased Products

B2B ECOMMERCE

Improve customer satisfaction | Increase conversions | Reduce time to market | Increase loyalty sales

Customer Engagement

Multi-channel digital presence, 24x7 customer reach, Personalized content, catalog and pricing

Targeted personalization and promotions, Customer insights with assisted sales

Commerce Operations

Lead conversion, Price management, Sales Agreement to Order Conversion, Pre-order booking, Order management and fulfillment, Bulk-ordering

Invoicing, Outstanding invoice payments, Credit limit checks, Min/Max quantity checks, Billing charges set-up, Multiple payment methods, Returns management

Platform Enablers

Product content & catalog management, Multi-currency, Multi-country, Multi-language

Open-source stack, 3rd party integration features, Configurable template and themes

MOBILE DELIVERY OPERATIONS

Improve customer engagement and field service | Reduce out-of-stock situations | Reduce order processing time

Planning

Route plan, Route plan based truck loading

Customer visit plan, Delivery sequencing

Order Fulfilment

E-Invoicing & Order Management, Goods Returns & Exchange, Payment Tracking & Collection, Adhoc order booking, Truck inventory management

Proof of Delivery, Day end operations, Re-transfer balance inventory to warehouse, Customer survey & feedback, Reports on inventory, sales, payment, etc.

Platform Enablers

Mobile App for iOS, Android, Open-source Mobile Standards, Out-of-box integration with Dynamics AX

Easily extend app with new features, Real-time inventory view, Quick time-to-market: 6 weeks

Leverages Microsoft Dynamics 365. Available on Microsoft AppSource.

WHY SONATA?

Sonata has built its expertise in the field of Distribution by working with leading global brands over many years. With its platformation approach, Sonata is targeting to solve critical business challenges for its distribution and CPG clients. Sonata brings to the table:

- 10+ years of experience in serving Distribution and CPG companies
- 150+ projects delivered, 500+ consultants
- Experience in working with Fortune 500 CPG companies
- In-depth knowledge in Wholesale Distribution and finished goods Supply Chain
- Multiple customer success stories in this vertical

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. **Sonata READY:** End-to-end, industry-specific digital business platforms
2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezopia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.



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