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Prism Cement: Increasing Market Share with SAP® Mobile Platform and Arteria's mDepot

Construction companies rely on the rock-solid quality of cement and concrete from industry leader Prism Cement. But handling inventory in rugged locations can be a challenge. To better manage inventory, distribution, and routing at remote depots, the company deployed SAP® Mobile Platform and the mDepot solution from Arteria Technologies. The innovative features of this solution combination have enabled real-time decision making that helps increase customer and dealer satisfaction and loyalty.

Prism Cement teams up to win with Arteria and SAP

Mobile apps that connect remote workers to the back office

Objectives

- Enable real-time inventory tracking at remote depots, including goods receipt and goods issue
- Improve order fulfillment to allow the branch sales team to fulfill distributor orders based on accurate depot inventory
- Achieve transparency and accountability in the management of goods movement

Why SAP® Mobile Platform

- Allows transactions like order entry, goods receipt, goods issue, invoicing, and data collection and reporting to be carried out securely on mobile devices based on user profiles at remote warehouses and depots
- Allows remote depot personnel to work offline and synchronize back to SAP software systems at headquarters

Why Arteria

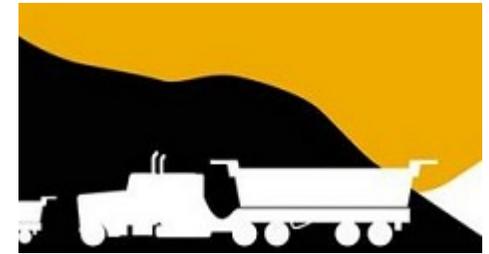
- Key innovation partner that can provide a critical competitive edge with its mDepot solution
- Expertise in business and technology that helps extend business processes running on SAP software to the distribution network
- Clear understanding of requirements, leading to a long-term and viable solution that works in rugged and remote environments

Benefits

- Reduction in stock outages and better inventory management, thanks to near-real-time stock information at all depots
- Fewer claims and disputes with depots and distributors
- Better sales planning and increased market share
- Facilitation of entry into new markets

“SAP and Arteria are key innovation partners for us, and their collaboration using SAP Mobile Platform and mDepot has given us a critical edge over competitors. We can extend business processes running on SAP software to our distribution network to achieve definitive market growth and to secure our place in newer markets.”

Naresh Gupta, SVP IT, Prism Cement Limited



Company

Prism Cement Limited

Headquarters

Mumbai, India

Industry

Mill products

Products and Services

Cement, cement tiles, and ready-mixed concrete

Employees

900 (cement division)

Revenue

Rs 19.47 billion (US\$324 million) (cement division)

Web Site

www.prismcement.com

Partner

Arteria Technologies
<http://arteriatech.info>

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