



Testimonial

ARTERIA®

TTK-Prestige, a leading kitchen and tableware company with a wide range of products and presence across India, deployed the mSFA to better manage and increase the sales across rural and urban locations. The App provides the field personnel comprehensive and accurate Demand Planning, Dealer Management including performance on sales, DSO, inventory, schemes, and offers. The field personnel capture the orders and based on the dealer location & performance, route the orders thereby effectively leveraging the inventory thereby allowing an optimal network planning and logistics

Arteria mSFA has helped us leverage our investment in SAP ERP by empowering our sales team to get connected while on the go. The mobile app has improved business metrics significantly – our order processing time has reduced by 35% thereby improving sales and customer satisfaction in the first year of deployment. Our sales managers are able to monitor field force and dealer performance from their smartphones very easily. I would like to thank Arteria team for delivering a solution that catered to our business complexity and data volumes. We look forward to continue working with you on innovative mobile solutions - H S Muralidhara, Head IT, TTK Prestige

Arteria, demonstrated an integrated and comprehensive order management mobile application - mSFA. over several demos to the IT, sales and TTK Prestige management team. Arteria demonstrated how SMP can seamlessly and innovatively extend the business processes on to the mobile devices while supporting offline capabilities. The mobile app convinced the customer on the value-add of the SAP Mobile Platform and helped us increase the footprint by including the 200+ field force as SAP Mobile platform users - Vinod Palakkil, Territory Sales Manager SAP India



mSFA Advantage



Company/Customer

TTK Prestige Limited

Headquarters

Bangalore

Industry

Consumer Goods

Products and Services

Cookware Appliances
Modular Kitchen
Solutions

Web Site

www.ttkprestige.com

Implementation

Partner

Arteria Technologies

Partner App on SAP Store

[Arteria mSFA](#)

The company's Key objectives

- Accurate Demand Planning: Sales Order capture leads to accurate and timely data update & hence efficient demand planning.
- Field Force Empowerment: Visibility to the field force on the dealer's business to drive performance and better relationship with their partners.
- Productivity Improvement: Complete Automation of Field activities reporting including attendance

The solution – mSFA Advantage

- Increased Demand Planning accuracy - mSFA Advantage is delivering accurate information from SAP ERP while enabling capture of critical transactions in the field sales process
- Empowers the Field with current schemes /offers for the month while capturing sales orders anytime anywhere thereby enabling information to the dealer network & the back office for better inventory and logistics planning
- mSFA provides complete Dealer Management - Performance – sales, inventory, credit, etc. region, territory and product wise

The key benefits for the customer/providers

- 35% reduction in order processing time, Faster Order Fulfillment Rate
- Collections achieved with higher accuracy
- Improved Field Force and Dealer Performance management & reporting

Faster

Order Fulfillment Rate
Collections

Higher

Visibility of Field & Dealer Performance

Increased

Ability to promise
Deliver to promise
Customers
Collection rates
Dealer Loyalty

