

# Possibilities Unlimited

A multinational brewing company improves sales representative productivity by 20% and gains secondary sales visibility with TradeEdge SFA

Case Study



tradeedge | SFA

# Summary

A multinational brewing company with a presence in over 190 countries sought to streamline its manual van sales operations in Africa to gain secondary sales visibility and drive growth. Africa as a region also poses unique challenges, such as low-tech proficiency of van sales managers (sales representatives), poor connectivity, and varying IT maturity across countries, which further impact operations.

**TradeEdge SFA (sales force automation)** helped the client digitize and standardize van sales operations across 10+ countries in just two years, reduce manual interventions, improve data visibility, and boost sales representative productivity.



# Business challenges

## Manual operations, infrastructure, and connectivity constraints limiting field sales performance and visibility

Van sales is a critical sales channel for our client in Africa, where the distribution network is complex and involves multiple distributors and retailers to reach consumers.

However, the client's sales operations, including invoicing, payment collection, returns recording, order taking, etc., depended heavily on manual processes. For instance, in one of the countries, their van sales managers (sales representatives or VSM) created over 5,000 manual invoices daily, taking away valuable time from actual sales. Reliance on manual processes also hindered visibility into distributor and retailer data.

Lack of adequate IT infrastructure, long power cuts, poor and expensive internet connectivity, lack of IT skills, and language challenges made it difficult to implement sophisticated solutions like Distributor Management Systems (DMS) across countries in Africa. They needed a simple mobile solution with tremendous offline capabilities that could help them streamline, standardize, and automate sales activities, improve sales representative efficiency, and provide data visibility.

# Solution



## Digitizing and automating sales activities with TradeEdge SFA

EdgeVerve has been supporting the client on various supply chain initiatives since 2016. Our team began with the consulting approach, evaluated the situation, and suggested that the client should opt for **TradeEdge SFA**. Our solution completeness, client experience, industry expertise, and understanding of the unique nuances of emerging markets like Africa made us their partner of choice.

First piloted in Ivory Coast, the implementation was a phenomenal success, which led to other locations asking for the same solution. Our team deployed TradeEdge SFA in 10 countries in just two years, while ensuring compliance with country specific-legal and tax regulations.

TradeEdge SFA's easy-to-use mobile application helps sales representatives to perform all their tasks digitally. VSMs can get delivery schedules, generate bills, collect payments, book orders, record returns, and conduct merchandising audits — faster and better, even in regions with poor connectivity. It also provides intelligent recommendations on optimal routes (integration with TradeEdge Route Planning), stock to carry in vans, expected orders at each outlet, promotions to apply (varies based on distributors, territory, order quantity, etc.), and analysis of past invoices.

Fully integrated with the DMS, the app is system agnostic and configurable to client needs. In addition, the multilingual capabilities of the app and minimal training requirements make it easy for the sales representatives to use the app.

With the app, the client's sales representatives synchronized their phones once in the morning and could record transactions, create new customers, and take preorders and collections — all offline. At the end of the day, they could synchronize their phones again and transfer all the data to the app and DMS.

TradeEdge SFA's supervisor app allowed sales managers to monitor sales representatives' productivity & discipline and make inventory/stock adjustments and reconciliation smooth.

As of 2022, 500+ sales representatives use the app in countries like the Democratic Republic of the Congo, Rwanda, and Nigeria, and this number is projected to increase up to 2,000 in the future. We have also managed to deploy TradeEdge SFA in the Ivory Coast and Sierra Leone — countries where most companies shy away from deploying tech solutions.

# Benefits delivered

TradeEdge SFA helped the client digitize, automate, and streamline van sales operations, reduce manual work for sales representatives, and improve productivity by 15-20%. The end-to-end app integration with local and client systems ensured seamless visibility. As of 2022, everything is paperless and accounted for in the ten countries where the app is deployed, with minimal leakage in data, inventory, and collections.

Moreover, the app has helped the client achieve standardization in their way of working across markets. As everyone works on the same systems, the client can deliver a consistent experience to distributors at all maturity levels.

Given the positive response to the solution, the client plans to scale up the deployment to cover more distributors, onboard more users, and launch it in other countries of operation.



**20%**  
improvement in  
sales representative  
productivity



**10**  
countries covered in  
just two years



**100%**  
invoicing through  
the app



**500+**  
sales representatives  
covered





To know how TradeEdge SFA can help you drive growth with effective field sales performance and secondary sales visibility, write to us at [contact@edgeverve.com](mailto:contact@edgeverve.com)

## About TradeEdge

TradeEdge is a cloud-based SaaS platform that delivers channel visibility, driving demand planning and short-term replenishment to brand manufacturers across the globe. In the aftermath of the pandemic, TradeEdge has transformed itself into a peer-to-peer networking platform extending its relevance to the supply side. With the explosion of e-commerce and new product introduction, demand signals have become even more fragmented. Supply disruptions and meet increasing consumer expectations have called for innovative ways to orchestrate orders and fulfill demand. TradeEdge is playing a key role in driving this transformation for the top 20 global brands connecting them with more than 6000 distributors and 1000 retail partners across 130 countries.

EdgeVerve. Possibilities Unlimited.

[www.edgeverve.com/tradeedge](http://www.edgeverve.com/tradeedge)



## About EdgeVerve

EdgeVerve Systems Limited, a wholly-owned subsidiary of Infosys, is a global leader in developing digital platforms, assisting clients to unlock unlimited possibilities in their digital transformation journey. Our purpose is to inspire enterprises with the power of digital platforms, thereby enabling our clients to innovate on business models, drive game-changing efficiency and amplify human potential. Our platforms portfolio across Automation (AssistEdge), Document AI (XtractEdge), and Supply Chain (TradeEdge) helps inspire global enterprises to discover & automate processes, digitize & structure unstructured data and unlock the power of the network by integrating value chain partners. EdgeVerve, with a deep-rooted entrepreneurial culture, our innovations are helping global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities, and more. Visit [www.edgeverve.com](http://www.edgeverve.com) to know more.

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