

► Solution To Manage Sales Activities

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# Solution to manage sales activities

By FAUZIAH MUHTAR

**C**LAPPER Technology Sdn Bhd is urging companies which manufacture consumer products to look at Eleven Technology Inc's software solution to help them better manage their sales activities.

The software, which is useful as part of the supply chain management solution, is targeted at front-line sales force who use handheld and online connection while on the road via general packet radio service (GPRS) or third generation (3G).

According to Eleven Technology Inc's chief executive officer Tim Curran, the software is an effective tool for sales people to get more current information from the office to boost their sales and at the same time, push stock

out fast.

"Fast decisions made by sales people can help companies to drive return on investment through revenue growth because it pushes speed-to-shelf for new product introduction and also for stocking purposes," he said.

The unique part of the software is the "look forward" algorithm which adds extra intelligence to the decision making. This intelligence allows the person to do sales forecasting like coming up with the right order size.

The software comes in two modules - Eleven Direct Store Delivery (DSD) for merchandising, and Eleven Retail Execution for warehouse distribution.

There are also Eleven Insights and Actions for vice

president of sales and field manager for enterprise server applications, and Eleven Operation Centres for data management and administration.

Companies with a direct store delivery model will find this software beneficial as it is built specifically for sales and delivery teams.

Eleven DSD has three main modules, namely Presell, Delivery and Routesell.

Meanwhile, the Eleven Retail Execution is for consumer goods companies which leverage retailers or a third-party for distribution. Such process can gain significant costs over direct store delivery models. However, the costs are offset by lack of visibility and control at the retail location in terms of merchandising, trade promotion compliance, and product distribution.

Whether businesses address this with their own retail execution team or outsource it to a third-party broker, they need to be able to instantly gather data such as how fast did the new product get into distribution, which retailers are better at leveraging trade promotions to drive lift, and why was this promotion not

successful in certain parts of the country.

"This software is used to achieve operational excellence. It is built specifically for field sales and merchandising teams, and is considered as the most powerful handheld software in the market," Curran told *CompuTimes*.

He said that although online connectivity in Malaysia is still expensive to deploy, the need to synchronise data can be planned.

"It depends on how critical it is for you to synchronise data. If you cannot afford to have always-on connectivity, maybe you just do it once in the afternoon apart from mornings and evenings in the office using local area network (LAN)," he added.

There is also flexibility in the type of handheld used. The software supports only Microsoft operating system so usage of personal digital assistants and Tablet PCs are acceptable besides the more rugged handhelds from Intermec and Symbol.

Curran doesn't deny that the solution is suitably used by big-sized companies only, but said the smallest Eleven's customer has a US\$50 million (RM190 million) revenue.

Eleven's software solutions are currently used by a multinational company in China while its major customers are big consumer brandnames in the United States.

Clapper Technology Sdn Bhd is the local partner for Eleven solution.



**For better supply chain management:** Clapper Technology's chief executive officer George Gan (left) with Curran.