

Harmonic SmartEnterprise

Effective sales and marketing is essential for corporate success today. And for marketing to be truly effective, one has to keep track of a host of factors and events. Gone are the days when marketing was simply limited to ensuring that one's product or service was sold by a set of retailers. Nowadays, it involves a whole set of issues ranging from inventory space to dealer incentives to sales promotion schemes. Indeed, sometimes matters are so complex that managing sales and marketing and its related logistics is a specialised task in itself.

A task made so much easier by Harmonic SmartEnterprise.

Harmonic SmartEnterprise is an application designed to meet the needs of sales, marketing and distribution departments of corporations. The software helps the user keep track of different transactions at different stages of the sales and marketing process - from the filling of a Challan to receiving payment. The application then helps the user to define new schemes and incentives for dealers/customers for effective sales promotions.

Order Procurement

Automate the process of booking orders starting from advance booking. Apply any of the current sales promotion schemes to give the best of advantages to the customers. **Know the current status of any order.** Get the details of current pending orders, estimated delivery dates etc. with a click of mouse.

Delivery and Logistics

Preparation of delivery documents and invoices is made easy. Even a novice user can make the document as calculation of applicable rates, tax liabilities, sales forms requirements and other details is all done automatically. **"What is the cost of distribution in an area/route?"** can be calculated for MIS purpose to make the distribution channel more profitable.

Sales MIS

How is our sales doing – in different areas, at different channel partners, through different Sales Representatives, in different seasons? Know all details and compare your current sales with that of in the last year, quarter and so on. A list of numerous MIS reports makes the task of the Sales & Marketing Team easy for deciding the future strategies in this competitive world.

Sales Promotion Schemes and Incentives

How much would be the cost of our new scheme? Define your own scheme based on any number of criteria with any level of complexity. Calculate the cost of the new scheme on the basis of previous years' sales, projected sales of current year and various other factors. Calculate the benefits that the customers and channel partners would get from the schemes ... all at one mouse click. No more hair-loosing exercises with papers and spreadsheets.

Interface with FA software

We are already using FA software. Do we have to enter all data twice? Not at all. Our solution provides an interface with major FA software available in the market. It would export and import relevant data to/from your FA software with a few mouse clicks. So forget your worries of double data entry, double checking of data and so on and just ... rest assured.