CashOS for India's Largest eDistributor

How CashOS helped its Customer achieve its goal

Customer's Goal:
Become India's largest eDistributor with zero inventory

Business Case

- Business setup to enable small retailers to enhance their revenues through technology
- Integrated with some of world's largest Brands and Retailers as sourcing partners. Offering over 900 brands as sellers
- The unique value proposition was to be a one stop solution for all of small retailers needs and supply on daily basis

Background

- Established 2016
- Location: One of the metros in South India
- Servicing over 20000 retailers
- 3 main hubs

- Geographically spread across over 300 kms radius
- Delivering over 500 orders a day
- 70+ people working
- Most of them being blue collar workers

Customer's challenges and requirements

Customer's Challenges

Warehouse:

- Excessive inventory
- Working capital stuck in inventories
- High % of loss due to expiries and damages
- No metrics to measure warehouse team productivity

Logistics:

- High Logistics cost / High Cost of delivery & service
- High percentage of returns / reschedules due to no route / load optimization tools

Sales & Expansion

- Low productivity of field sales
- No visibility of the efficiency of Sales team
- Expansion would immediately suck more money

Finance and Admin

- Taking lot of time to reconcile payments , returns
- Too much of paper work and difficult to track

Management

- Lack of real time visibility into operations & performance
- Delays in receiving key data for decision making

Customer's requirements

- A Technology solution which can enable tracking end-to-end
- Light foot print
- Quick to implement
- Simple and easy to use by anyone even with minimum qualification

- Variable cost rather than huge upfront investment
- Easy to track all field Staff who are mostly not so highly qualified
- Low spend on Computers and IT infrastructure
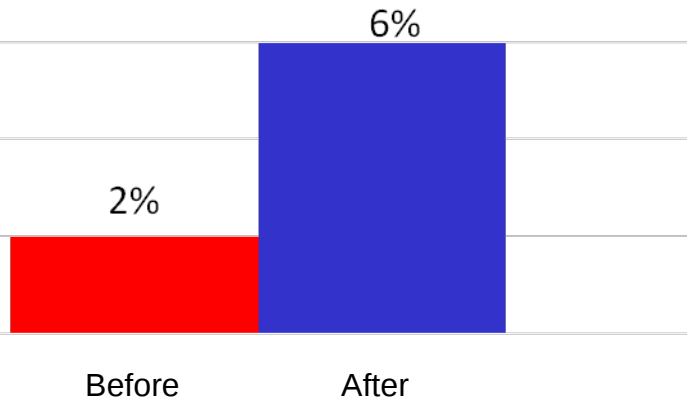
Role of CashOS

- Engagement start: **January 2017**

- Solution deployed: **CashOS for Distribution**

- Time for initial results: **Less than 3 months. Entire solution was implemented in less than one week, including the training of operations team**

- Time taken to achieve Customer 's goal: **18 months**

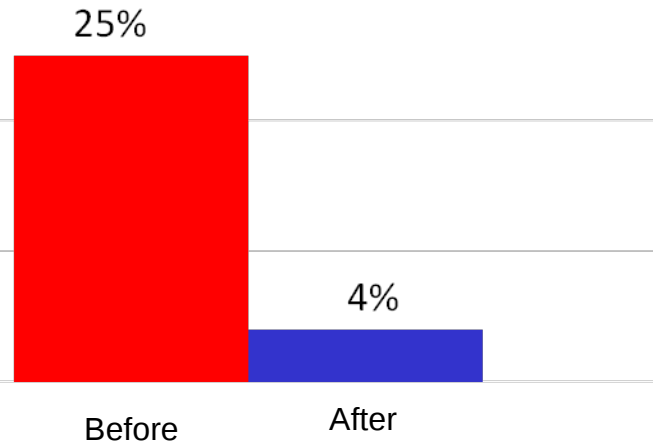## Some of the Benefits to the Customer

- **Technology** :Entire operation controlled and operated on Mobile phones with only one computer

- **Easy to use mobile modules:** Designed in such a way anyone even with minimum qualification could quickly learn and operate

- **IT Spend:** Reduced by over 90% due to complete elimination of desktops, and all mobiles owned by employees themselves

- **Reporting:**Customer was able to track every penny across the value chain and also the performance and productivity of the staff

- **Savings:** The Customer accrue huge savings by avoiding huge upfront investments due to the subscription model. Which also made is easy to scale up as required.

- **Drastic reduction in pilferage / damage loss**: Customer was able to achieve over 90% savings in terms of pilferage and damages due to the accurate tracking
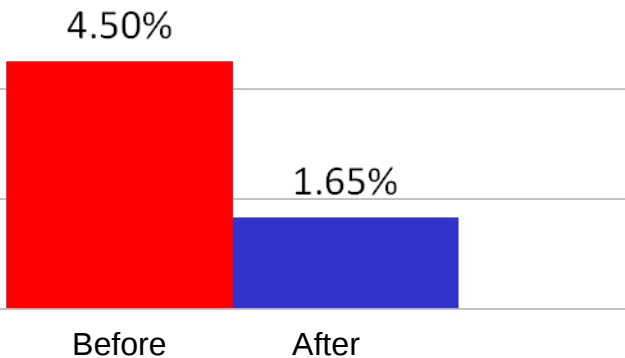
Some Key Results achieved by the Customer
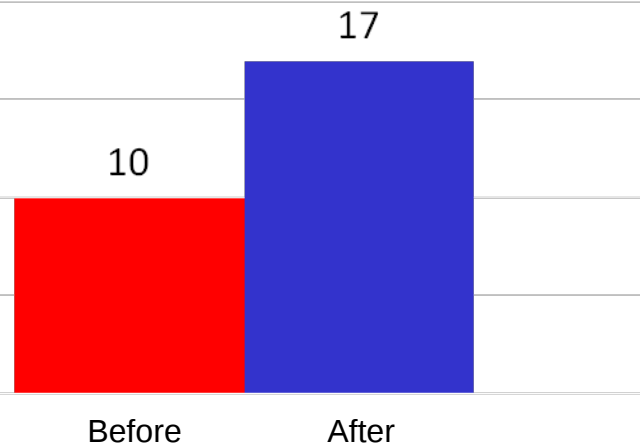
Profit Margins

6%

2%

Before | After

Working Capital as % of Sales

25%

4%

Before | After

Logistics cost as % of Sales

4.50%

1.65%

Before | After

Sales force productivity (Orders/day)

17

10

Before | After

Schedule a Live Demo

30 Minutes of your time could help you to grow your sales, generate more profits and save cash for your company

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