

About the Client

The client is a **top-tier Indian manufacturing and distribution conglomerate** operating across **16+ states**, with a network of **50+ regional offices**, **1,000+ field agents**, and a diverse catalog of over **5,000 SKUs** across FMCG, industrial products, and consumables. They needed a unified digital ecosystem to modernize operations, reduce delays, and gain real-time visibility across sales, purchases, and receivables.

Industry

Manufacturing | Distribution | Enterprise Sales Automation | Digital Transformation

Project Title

Development of a Nationwide Sales Automation & Receivables Management Web Platform

Scope

- **✓ Centralized Web Dashboard:** For sales, finance, and operations to monitor KPIs in real time.
 - **✓ Mobile-Browser Compatibility:** Ensured seamless use by **800+ field sales reps** and **200+ managers** on mobile devices.
 - **✓ Real-Time Alerts & Notifications:** On payment status, stock levels, delivery status, and overdue collections.
 - **✓ Advanced Analytics:** Filters for state, product line, and team performance; downloadable reports for leadership.
 - **✓ Sales to Receivables Automation:** Connected order entry, invoicing, dispatch, and payment tracking into one workflow.
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Challenges

- 🧩 **Workflow Fragmentation:** Disconnected systems for sales, finance, and dispatch created reporting delays.
 - 🌐 **Nationwide Data Consolidation:** Needed real-time data sync from **50+ branches** with varied internet infrastructure.
 - 📱 **Mobile Access in Remote Areas:** Ensuring low-latency usage in Tier II & III towns with limited bandwidth.
 - 🛡️ **Security & Compliance:** Integration with **Active Directory**, audit trails, and user-role-based access for internal controls.
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Solutions

- ⚙️ **Responsive Web UI** built using **Bootstrap 5** and optimized for tablets, desktops, and mobile browsers.
 - 🔑 **Microsoft Active Directory** authentication integrated for seamless enterprise access control.
 - 📡 **Real-Time Alerts Engine:** Triggered automated emails for overdue payments, order deliveries, and high-value transactions.
 - 🔄 **Agile Delivery Model:** Followed 2-week sprints with stakeholder demos, enabling iterative feedback and faster alignment.
 - 🖋️ **Test-Driven Development (TDD):** Maintained **98% code coverage** with automated test scripts and **<2% bug leakage**.
 - 📊 **Custom Reporting Module:** Enabled CSV, PDF, and Excel exports with configurable filters for sales teams and CXOs.
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Tech Stack Used

- **Frontend:** HTML5, CSS3, JavaScript, Bootstrap 5
- **Backend:** ASP.NET Core (C#)
- **Database:** Microsoft SQL Server
- **Authentication:** Microsoft Active Directory
- **Notifications:** SMTP Email Automation
- **Deployment:** On-premise Hybrid Cloud
- **Tools & Methodology:** Azure DevOps, Agile Scrum, TDD


Suventure's Role as a Strategic Partner


- 🛠️ **End-to-End Development:** From discovery and architecture to DevOps, QA, and rollout.
- 🎨 **UI/UX Leadership:** Created wireframes and interfaces optimized for rural and urban users alike.
- 🧪 **IV&V Testing:** Conducted independent verification and validation for business-critical features.
- 📅 **Accelerated Delivery:** Project delivered **2 weeks ahead of schedule**, ensuring early go-live.
- 🔄 **Scalable Foundation:** Enabled future CRM, inventory, and distributor management integration through a modular backend.


Results Achieved

KPI	Impact
📊 Data Accuracy	+85% improvement in sales and receivables accuracy
🕒 Decision Speed	60% faster decision-making through real-time dashboards



 **Operational Cost** 35% reduction in reporting and reconciliation workload

 **User Adoption** 95% adoption rate among sales staff within the first 30 days

 **Scalability** Platform designed to support future modules including CRM, Inventory & Order Mgmt.

Client Testimonial

“Suventure brought our vision to life with speed, clarity, and precision. Their team delivered a scalable and user-friendly sales automation platform that transformed how we operate nationwide. Mobile dashboards and real-time insights are now driving smarter decisions across all levels.”

— **Sales Director, Leading Indian Manufacturing & Distribution Firm**

