

# Make your supply chain lightning fast!





## Disruption in Supply Chain Management

The adoption of new-age technology and tools has given rise to customers demanding the availability of the products anytime anywhere. It has made supply chain teams to relook at how to create value chains with long-term resilience across the complete supply chain.

Digital borne companies and traditional enterprises are aligning their SCM strategies to improve customer experience, maximize sales volumes, and enhance performance. Automation-led supply chain management is empowering enterprises to address challenges like inefficient processes, lack of visibility, third-party dependency, inaccurate data, inadequate sales forecasting, in-effective order management, and timely delivery.

Market Coverage

Targeted Promotion

Logistics & Transportation

Accurate Market Information

Customer Service

Hence, it is essential for all organizations to get complete supply chain ecosystem-suppliers, carriers, distributors, warehouses, sub-contractors, and customers on a single platform to build an advanced logistics stack.

## Forum NXT™ - Integrated Digital Supply Chain Management Solution



It is imperative to **accumulate, analyze, and blend the data** through a centrally located real-time information center to understand the dynamic **buying patterns** and deliver superior **customer experience**.

Forum NXT™ is Sify's cloud-based retail intelligence platform that integrates and automates supply chains with a distribution network to provide **complete control and real-time visibility** of supply chain ecosystem.

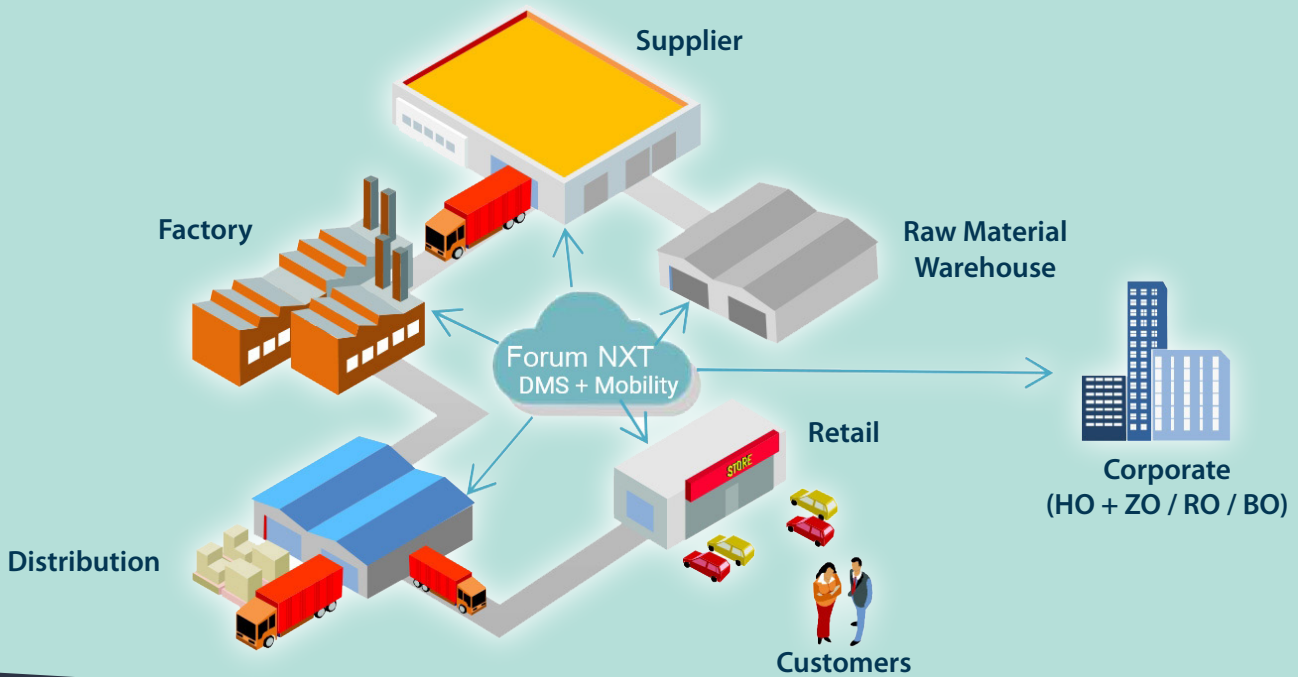
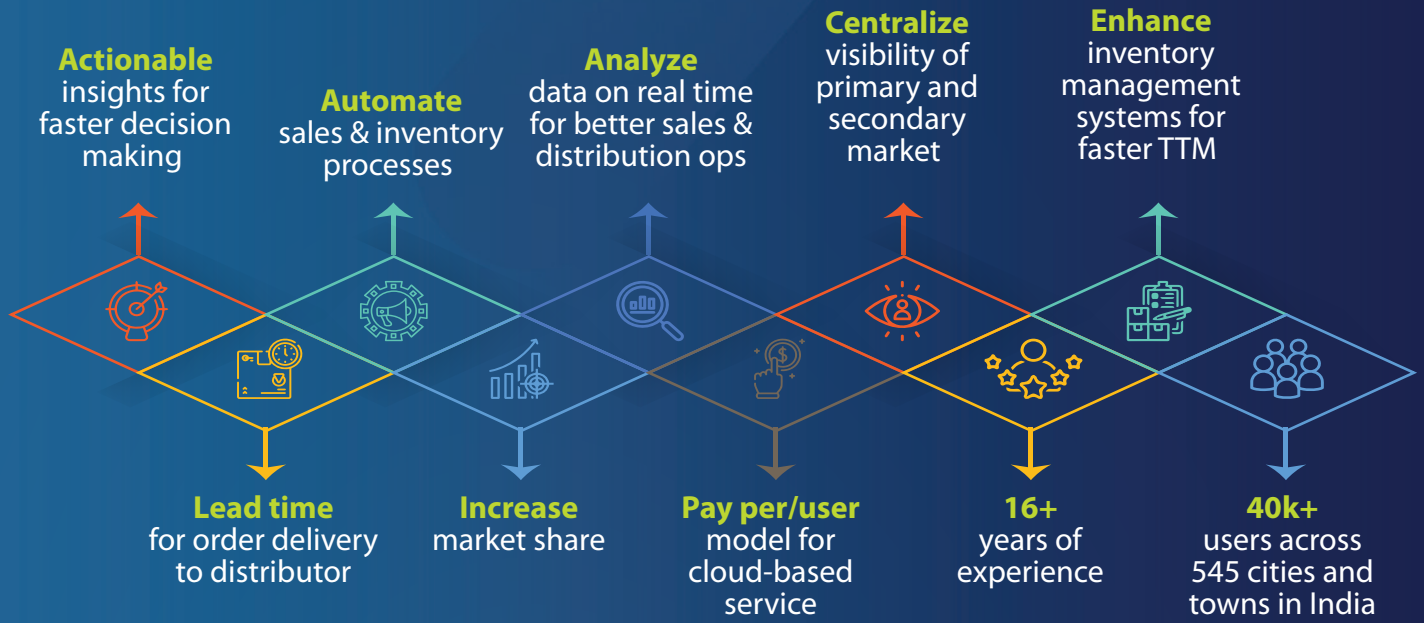
The retail intelligence solution automates secondary sales processes and allows enterprises to plan their **GTM faster with actionable insights** and maximize sales and volumes.

**The platform connects all supply chain members through cloud**, helps implement a continuous replenishment mechanism, efficiently manages inventory levels, balances operations costs and makes channel members more efficient by strategizing and prioritizing value across product segments to grow revenue at scale.

It helps in optimizing costs across all segments, efficient delivery, and ensures stability in the forward supply chain management.

# How Forum NXT™ gives an edge to your SCM

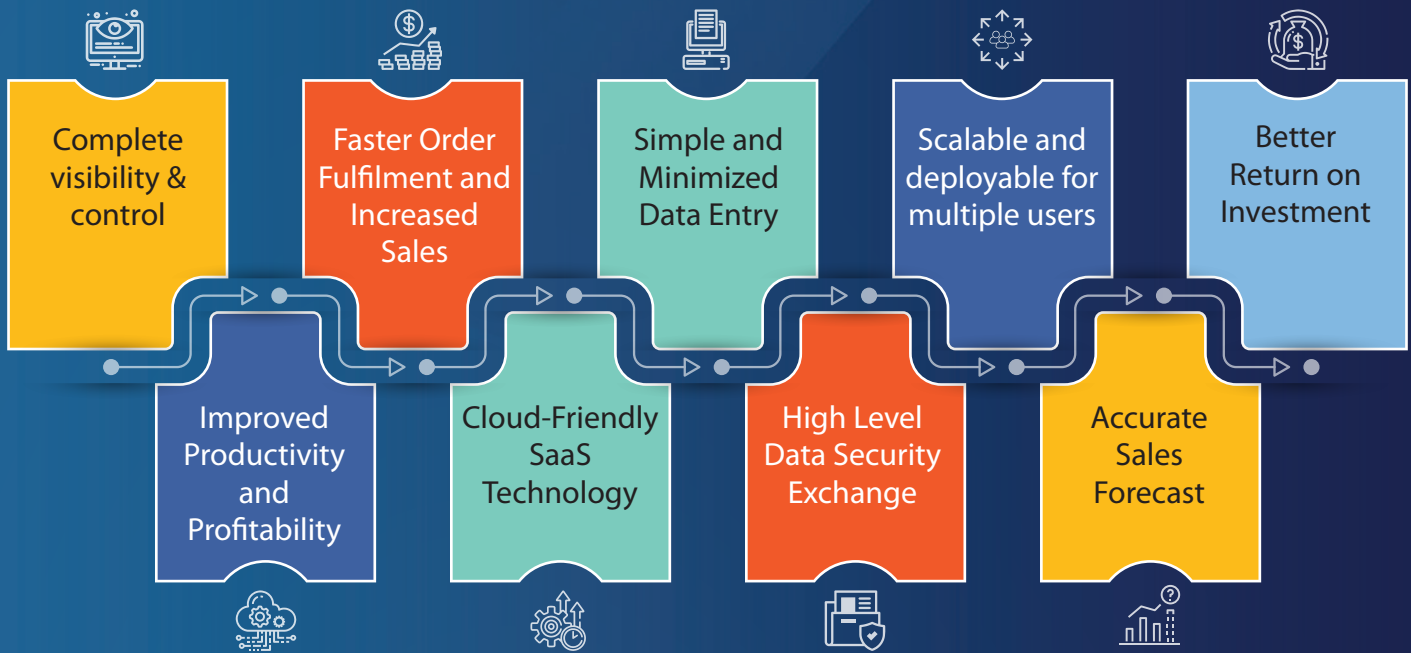
Forum NXT™ helps organizations deliver a seamless digital experience and plan their go-to-market faster.



## Forum NXT™ Modules and Capabilities



# Advantages of implementing Forum NXT™



A top FMCG company in India with **25 mother brands** trust Sify's Retail Intelligence Solution for their forward supply chain to service **7 million+** retailers across the country.

## Project Objective

Implement integrated digital supply chain management solution to streamline sales process, automate schemes, and claims approval mechanism.

## Project Model

Software as a Service (SaaS) Model.

## Sify's Uniqueness

Sify's Forum NXT™ was implemented at 650+ distributor points for an FMCG major. The solution integrated with SAP HANA for Master Data Management.

## Integrated Value and Outcome

- Complete view of all transactions occurring on the portal
- Tracking the efficiency of the field sales personnel
- Clear visibility of sales at distributor's location
- Effective implementation of schemes/claims across different category of distributors

## Value for Customer

Better management of schemes & claims, automates the process of management of distributors Purchase Order, and tracking the performance of sales teams.

**Build & manage a robust supply chain and expand digital distribution operations.**

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