



Multi Principle DMS & SFA Solution in Rural

Organization Name: Reckitt

Overview:

To provide Sub-DBs with multi principle SFA solution which can be easily integrated with Tally.

Business Challenge:

- Tech literacy is low with rural Sub-DBs
- A lot of misappropriation of data/Dummy Transactions, Schemes etc.
- Difficult to install separate customized portals for Sub-DBs dealing with multiple brands
- Internet Connectivity
- Lack of real-time & actionable Market Data for decision making

Expected Outcome:

- Seamless analysis on secondary data which was not available so far
- Ease of use for Sub-DBs as they do not have to learn multiple tools. Tally alone would suffice.
- Schemes and transactions can be easily recorded leading to no misappropriation
- Claims, Returns and many such task can be easily managed with the tool