



## eXensys Micro Vertical Solution

**Micro-Vertical – Electrical Products**

# Agenda

*Industry Overview*

*Industry Characteristics \ Highlights*

*Key Processes 'n' Challenges*

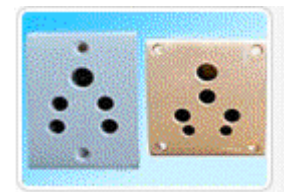
*eXensys Best Practices*

Business Performance Sustained

The electrical industry provides imperative service which is essential in modern life. This industry provides the nation with the most prevalent energy form known in history electricity. The worldwide electrical industry is growing at a fast pace which consists of manufacturers, suppliers, dealers, retailers, electricians, electric equipment manufacturers. This industry is divided into many sectors like transformers, switch gears, capacitors, cables, energy meters, generators and lightings.

### Primary product categories include

- Cables ( Aluminum Cables, Copper Cables, Fiber Optic cables, Telephone Cables, house wire cables, Tungsten cables).
- Tubular Fluorescent Lamps, Mercury Vapour lamps, Sodium Vapour Lamps and General lightings.
- Electrical Wires, Electrical Switches, Electrical Fittings, Electrical Cords.
- Mobile Generators, Military generators, Portable Diesel generators.



## Industry Characteristics

### Micro-Vertical – Electrical Products

- Electrical products industries are divided in to Large, Medium and Small enterprises.
- Maintain wide range of items and services.
- Efficient quality control system.
- Customers are Many & Highly Diversified  
SEZ's, Manufacturers, Government  
& PSUs, Agricultural Customers Retailers
- Most of the enterprises are subsidiary based.
- Most of the enterprises are privately-owned
- Most of the electrical industries are located in all major cities.

# Key Processes 'n' Challenges

## Micro-Vertical – Electrical Products

### Key Processes

- Customer Management: Customer Classification, Customer Segmentation, Contract management.
- Ware house management
- Logistic management. Send items to market faster, obtain profitable orders and attract and retain customers and improve customer loyalty.
- Manage Dealers, distributors, wholesalers, retailers and customers.
- Maintain large customer data base and add new customers with contact details.
- Proper order booking and on-time delivery and credit management.
- Manage sales regions and territories properly and maintaining market share for long-term competitive advantage.
- Maintain proper inventory management.
- Maintain item variants
- Automate, monitor and control procurement..
- Accounts Management & Legal\Statutory Compliance.
- Customer Service: Provide better customer service and efficiently resolve complaints
- Maintain proper quality checks.
- Business Analytics

# Key Processes 'n' Challenges

## Micro-Vertical – Electrical Products

### Challenges\Pain Areas

- Maintain high level of customer satisfaction and improve the market and Customer retention.
- Stock allocation to the customers.
- Manage service requests and revenues.
- Manage shortened sales cycles and higher sales force productivity.
- Manage incentives and rebates
- Efficient Inventory Management.
- Managing Purchase Lead Times.
- Timely & Efficient Decision Making on Critical Business Processes.
- Meeting Customer Demands viz., Low Price & Tight Delivery Schedules.
- Returns handling.

**1. Pain Area:** Maintain high level of customer satisfaction and improve the market and Customer retention.

**Best Practice:** Offer best price and quotes, maintain long term contracts and agreements, Offer incentives against their performance, Improve customer service & responsiveness, Available-to-Promise and order confirmations, Drop shipments – delivery from vendor to customer directly

**2. Pain Area:** Manage service requests and revenues.

**Best Practice:** Handling proper complaints and installation with proper service routings. Reduce complaint lead time and finish the service request on time.

**3. Pain Area:** Manage incentives and rebates

**Best Practice:** Flexible quota defines, Flexible incentive and rebates disbursements.

**4. Pain Area:** Manage shortened sales cycles and higher sales force productivity.

**Best Practice:** Product management from creation to exclusion, Specific planning on seasonal items, Promotions planning & execution, Planning of prices, discounts and offers, Flexibility to add services with products

**5. Pain Area:** Meeting Customer Demands viz., Low Price & Tight Delivery Schedules.

**Best Practice:** Proper order confirmation, Schedule Maintenance in Sales Order, Available to promise

### 6. Pain Area: Maintain proper inventory management

**Best Practice:** Accurate inventory visibility, Efficient Warehouse Management supporting multi-level W/H structure, Configurable item properties ,Inventory Replenishment Planning – Order Methods, Order Qty etc, Seamless integration amongst different functions and business processes

### 7. Pain Area: Managing Purchase Lead Times.

**Best Practice:** Proper selection of vendors through periodic evaluations on performance, Centralized\de-centralized\semi-centralized purchasing, Long term contracts and agreements after negotiations, Demand consolidation and optimization

### 8. Pain Area: Efficient Decision Making on Critical issues

**Best Practice:** Real-time update of accounts and other key processes on invoicing, returns etc., Analytics with built-in KPIs to monitor real-time performance on multiple dimensions, Consolidation – multi-company, multi-location scenarios

### 9. Pain Area: Returns handling.

**Best Practice:** Flexible Sales return advice with replacement, rework and refund facility



