



INTEGRATED MULTI-MODEL DISTRIBUTION

## ENTERPRISE DIGITAL PLATFORM FOR DISTRIBUTORS AND CPG COMPANIES

B2B E-Commerce · Advanced Supply Chain · Smart Field Sales Operations

Enable digital commerce with customers & suppliers, optimize overall supply chain performance, and improve delivery efficiency

- ❖ B2B E-Commerce portal with multi-channel customer engagement and order management
- ❖ Product content and catalog management with multi-currency support
- ❖ Real-time visibility of the supply chain with advanced order and inventory management
- ❖ Best-in-class margin management with advanced pricing engine
- ❖ Mobile-enabled field operations: route planning, van sales, and delivery management
- ❖ Flexible licensing options to extend current ERP solution, or ground-up new installation

From Sonata Software - [The Platformation Company](#)

# Modern Distribution, an integrated digital platform

Distribution have always been a critical component of CPG companies and Wholesale Distributors. In the digital age, expectations of distribution operations have expanded to include real-time visibility and enhanced ease-of-use to end recipients. Field personnel too, expect delivery operations to leverage technologies that have simplified their lives outside of work.

To meet these expectations and win in the digital economy, distributors need to adopt an Enterprise Digital Platform that can transform their distribution system. Sonata's Modern Distribution platform helps companies implement digital distribution with a multi-faceted approach.

The first component is the Advanced Supply Chain. Built atop Dynamics 365, the Advanced Supply Chain module helps organizations depict & plan business processes accurately, thereby increasing supply chain velocity, avoiding stock outs, and optimizing overall profitability.

The second component is B2B E-Commerce. Relying on a solid open source stack, this module widens market reach using the Internet. The system extends the ERP to the customers for hassle-free order placement and real-time tracking, with paperless operations.

Smart Field Operations is the final component, with which B2B companies can improve their field sales efficiency through route planning, truck inventory management and paperless smart delivery with POD captured through our mobile app. The field force thus stays connected with the back office and accesses inventory in real-time while taking orders and up-selling or cross-selling with promotional products.

**Sonata's Modern Distribution Platform brings under a single umbrella a comprehensive feature set that lets B2B companies improve delivery efficiency, enable B2B digital commerce, tie in supply chain performance with their plan-to-profit goals. The licensing model helps enterprises to choose one or more modules of the platform as per their specific needs.**

## 41%

Wholesalers surveyed identify eCommerce as their top sales channel  
- MDM 2017 Distribution Outlook

## 63%

Companies cited Direct-to-store (DSD) delivery as a key component of their company strategy  
- Honeywell, DSD: Global Insights Survey

## CUSTOMER SUCCESS



### INDUSTRIAL DISTRIBUTION COMPANY

Implemented advanced order management methods, and improved its customer service

Deployed the modern distribution platform over their existing MS Dynamics AX software to get real-time visibility of order status and historical quotations enabling effective and efficient customer service.

## SINGLE

VERSION  
Of truth for all its employees



### MOBILE & PORTABLE ENERGY SOLUTIONS PROVIDER

Streamlined inventory management for downstream manufacturing processes

Automated and tracked inventory movement with configurable rules, and improved processes around customer consignment inventory and global vendor management

## IMPROVED

FLEXIBILITY  
In global customer consignment inventory management



CONNECTED



INTELLIGENT



OPEN



SCALABLE

Multi-channel engagement with faster onboarding of B2B customers, suppliers and third party providers

Real-time visibility of orders and inventory across the distribution network, and configurable pricing engine

Extensible & modular solution components with open-standard interfaces for application integration

Supports large number of users with high availability with in-premise, cloud and hybrid deployment models

## ADVANCED SUPPLY CHAIN

Real-time visibility of orders & inventory for effective order management | Reduce inventory carrying cost

<b>Revenue Management</b>	Advanced Pricing, Pricing Workbench, Sales Price Formulas, Vendor Rebates for Retail and Counter Sales, Chargeback	Advanced Commissions Manager, Margin Estimation Including Vendor Rebates / Reimbursement, Cost to Serve Report
<b>Order Management</b>	Advanced Order Entry, Stock Availability, Advanced Search for Products and Customers, Advanced Credit Checks, Workflows - Quote to order, Return order	Depletion Management, Margin alerts by item and customer groups, Automated Holds based on Margin and Credit, Product Substitution / Up-sell / Cross-sell
<b>Inventory Management</b>	Inventory Allocation Rules and Agreements, Vendor Managed Inventory, Customer Consignment Inventory, Advanced Drop Shipment	Vendor Performance Management, Automated Calculation of Lead Time Actuals, Advanced Shipping and Receiving Date Control
<b>Procurement Management</b>	Advanced Landed Costs, Intelligent Purchase Requirement Consolidation, Master Catalog	Create Item on the Fly During Quote to Order Process, Create Quotes and RFQs Using Unreleased Products

## B2B ECOMMERCE

Improve customer satisfaction | Increase conversions | Reduce time to market | Increase loyalty sales

<b>Customer Engagement</b>	Multi-channel digital presence, 24x7 customer reach, Personalized content, catalog and pricing	Targeted personalization and promotions, Customer insights with assisted sales
<b>Commerce Operations</b>	Lead conversion, Price management, Sales Agreement to Order Conversion, Pre-order booking, Order management and fulfillment, Bulk-ordering	Invoicing, Outstanding invoice payments, Credit limit checks, Min/Max quantity checks, Billing charges set-up, Multiple payment methods, Returns management
<b>Platform Enablers</b>	Product content & catalog management, Multi-currency, Multi-country, Multi-language	Open-source stack, 3rd party integration features, Configurable template and themes

## MOBILE DELIVERY OPERATIONS

Improve customer engagement and field service | Reduce out-of-stock situations | Reduce order processing time

<b>Planning</b>	Route plan, Route plan based truck loading	Customer visit plan, Delivery sequencing
<b>Order Fulfilment</b>	E-Invoicing & Order Management, Goods Returns & Exchange, Payment Tracking & Collection, Adhoc order booking, Truck inventory management	Proof of Delivery, Day end operations, Re-transfer balance inventory to warehouse, Customer survey & feedback, Reports on inventory, sales, payment, etc.
<b>Platform Enablers</b>	Mobile App for iOS, Android, Open-source Mobile Standards, Out-of-box integration with Dynamics AX	Easily extend app with new features, Real-time inventory view, Quick time-to-market: 6 weeks

## WHY SONATA?

Sonata has built its expertise in the field of Distribution by working with leading global brands over many years. With its platformation approach, Sonata is targeting to solve critical business challenges for its distribution and CPG clients. Sonata brings to the table:

- 10+ years of experience in serving Distribution and CPG companies
- 150+ projects delivered, 500+ consultants
- Experience in working with Fortune 500 CPG companies
- In-depth knowledge in Wholesale Distribution and finished goods Supply Chain
- Multiple customer success stories in this vertical

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. Sonata READY: End-to-end, industry-specific digital business platforms
2. Sonata ACCELERATE: Deploy popular horizontal platforms adding required functionality
3. Sonata CUSTOM: Engineer custom platforms that deliver unique digital capability and scalability

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience (CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



### Sales Offices

#### North America

Atlanta – Chicago – Fremont – Colorado – Dallas – Redmond – Bridgewater

#### UK

London

#### Europe

France – Germany – Netherlands – Denmark

#### Middle East & Africa

Qatar – Dubai

#### APAC

Singapore

#### Australia

Sydney – Melbourne – Brisbane

### Development Centers

- Redmond
- India
  - Bengaluru (3)
  - Hyderabad (2)

### Offices

- Bengaluru
- Chennai
- Delhi
- Hyderabad
- Kolkatta
- Pune
- Mumbai