



# Possibilities Unlimited

Route Planning

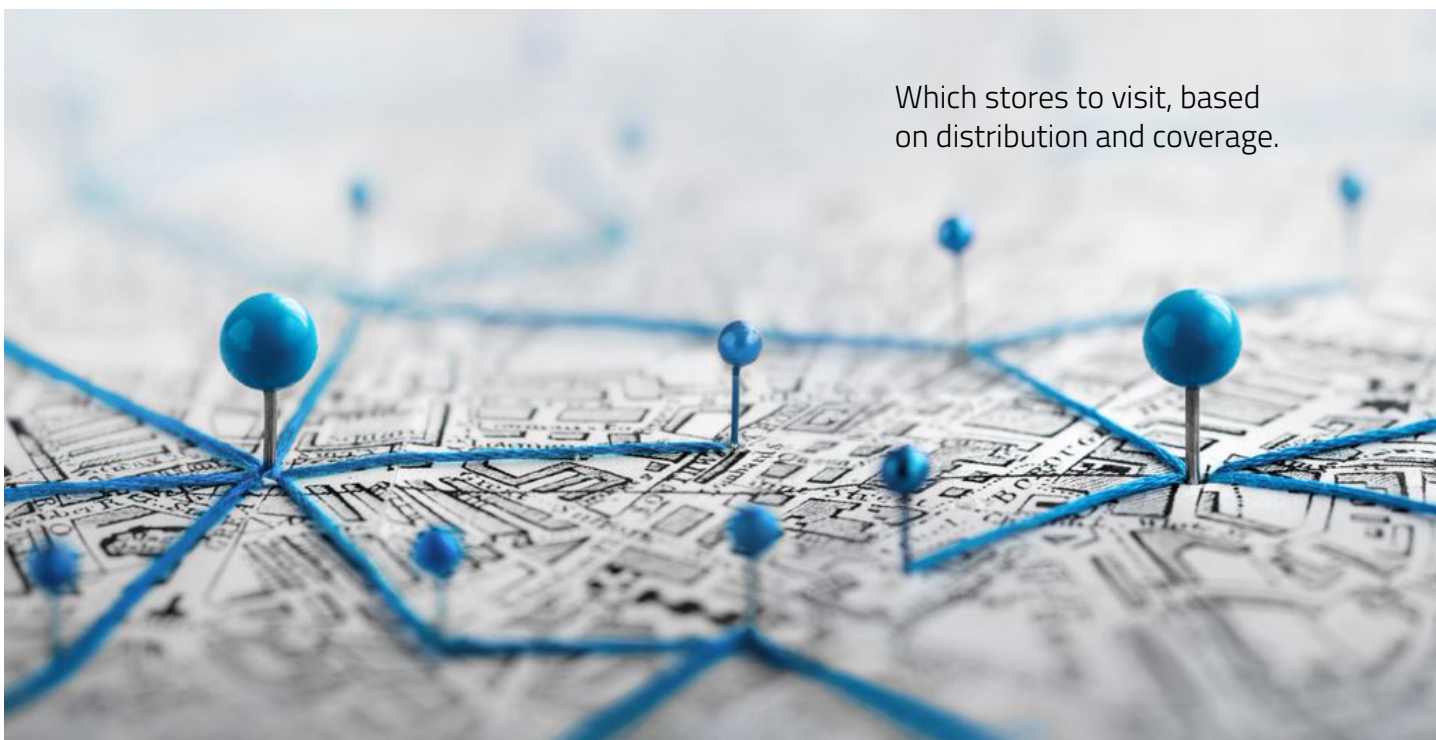
WHITEPAPER

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Traditionally, sales routes have been static where sales reps have visited the same stores at pre-determined frequencies and on specific days of the week. The measure of success, which is the strike-rate, doesn't necessarily reflect the meeting of the revenue goals. A solution that considers near-real time demand signals, progress against periodic goals without compromising the distribution and coverage objectives is the need of the day. A responsive route plan would maximize the return on store visits and help drive non-linear growth.

## Barriers to enterprise growth

- Low sales rep productivity due to manual / static routes
- Large number of un-served and under-served stores
- Underutilized channel insights such as, sales potential of an outlet by channel / type, sales targets, travel distance, etc.



Which stores to visit, based on distribution and coverage.

## Route planning solution overview

Unlike traditional route planning tools, TradeEdge Route Planning identifies 'what stores to visit?' as against 'in what sequence to visit?' a predetermined / static set of stores.

This is done by considering near-real time demand signals, current achievement vs target, sales potential (driven by suggested order) in addition to conventional logistics parameters.

## Enabling powerful benefits



Eliminates bias and time taken in manual route planning



Increase in outlet coverage and reach by balancing the visit frequency for high impact to low performing outlets



Increase in sales rep efficiency and productivity

## Features



### Outlet Segmentation and Clustering

Based on configurable business attributes such as sales potential and outlet profile



### Configurable Business Constraints

Based on route type (pre-sales, van sales, delivery) configure relevant business constraints such as, number of available sales rep / drivers, number of outlets per route, start and end point, maximum travel distance, maximum shift time, working days of week etc.



### API-First Architecture

To support integration with existing downstream applications such as SFA and DMS

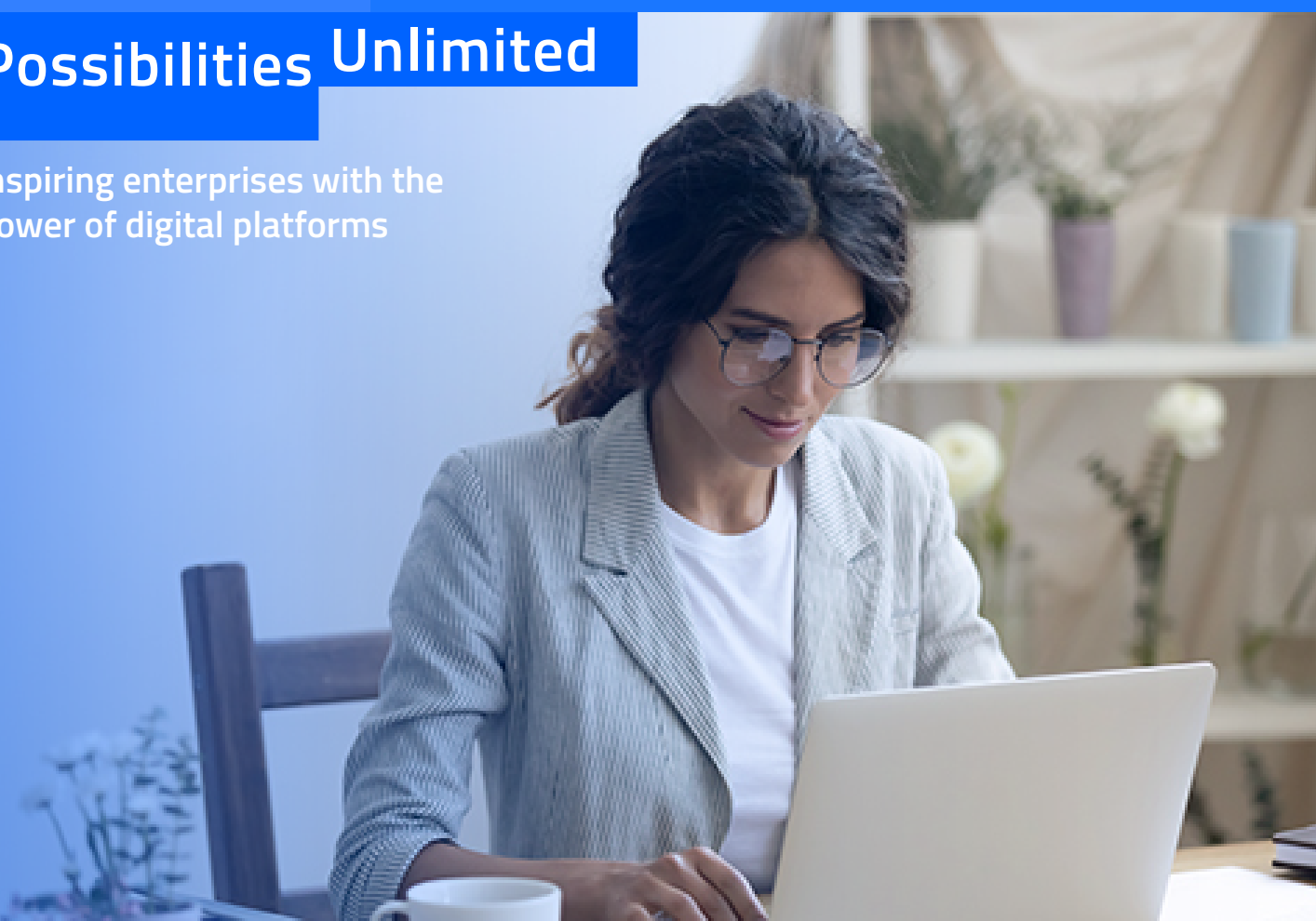


### Compliance Tracking

To provide visibility into planned vs actual adherence to generated route plans

# Possibilities Unlimited

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## About TradeEdge Execution Analytics

TradeEdge Execution Analytics helps you go beyond insights and drive action. Enterprises can leverage its capabilities to optimize execution to drive business growth, improve fulfillment performance, enhance revenue realization, and improve customer experience. EdgeVerve. Possibilities Unlimited.

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## About EdgeVerve

EdgeVerve Systems Limited, a wholly-owned subsidiary of Infosys, is a global leader in developing digital platforms, assisting clients to unlock unlimited possibilities in their digital transformation journey. Our purpose is to inspire enterprises with the power of digital platforms, thereby enabling our clients to innovate on business models, drive game-changing efficiency and amplify human potential. Our platforms portfolio across Automation (AssistEdge), Document AI (XtractEdge), and Supply Chain (TradeEdge) helps inspire global enterprises to discover & automate processes, digitize & structure unstructured data and unlock the power of the network by integrating value chain partners. EdgeVerve, with a deep-rooted entrepreneurial culture, our innovations are helping global corporations across financial services, insurance, retail, consumer & packaged goods, life sciences, manufacturing telecom and utilities, and more. EdgeVerve. Possibilities Unlimited.

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