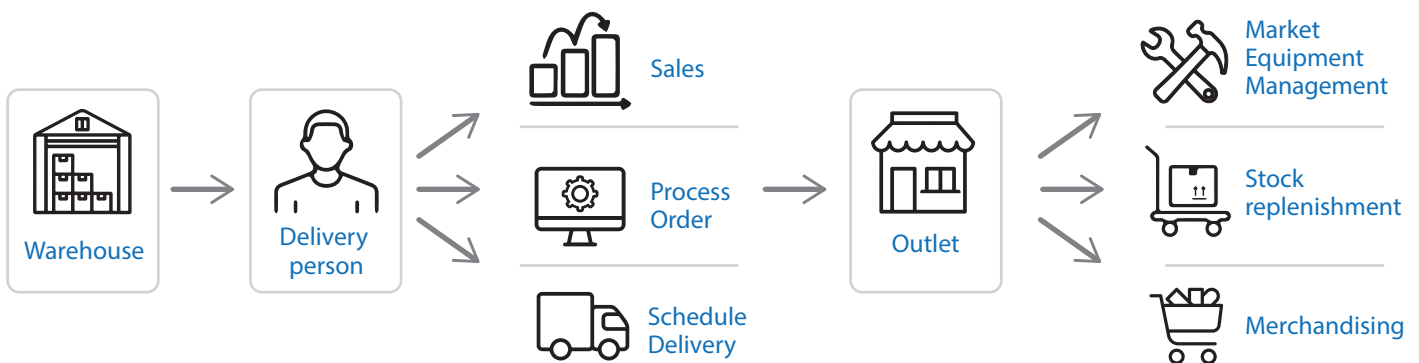# MiTracs
MARKET INTELLIGENCE TRACKING

The Ultimate Sales Driving Machine

MiTracs is a secondary sales information system that effectively captures Real-Time secondary sales data from your field operations and sales force.

Fully integrated with your existing ERP and corporate enterprise processes and systems. Our suite of Enterprise Mobility applications collects distributor's sales (secondary sales) information for efficient and effective reporting and analyses.

State of the art Business Intelligence dashboards cover industry specific KPI's enabling intelligent decision making for distributors, manufacturers logistics and warehouse stakeholders along the supply chain.

Warehouse → **Delivery person** →
- Sales
- Process Order
- Schedule Delivery

→ **Outlet** →
- Market Equipment Management
- Stock replenishment
- Merchandising

BENEFITS

- Real time analytics for stock and sales data
- Expedited data search, capture, loading & tracking
- Intuitive market performance and campaign analysis
- Efficient and effective integration with enterprise solutions
- Trend analysis across Products, SKUs, Regions & Sales teams
- Demand analysis to improve production, planning, procurement & sales
- Multi-dimensional intelligent dashboards showcasing product sales, performance and sales-team efficiency & much more..

SALES & STOCK MANAGEMENT

Caters to pre sales and spot sales with automated data collection and route inventory. Allows flexibility on pricing, loadout management, sales return management as well as route settlement.

MARKET EQUIPMENT MANAGEMENT

Enable asset registration, labeling and tracking using latest Barcode and RFID techniques. Streamline asset maintenance through efficient complaint scheduling and assignment. Automated warranty claims.

DIRECT VAN SALES

Organizes accounting for Van Stock including loading of stock to the Van. Each transaction is tracked.

WAREHOUSE AND INVENTORY

Stock is managed and available in real time. Allows ERP Integration with Barcode Warehouse Tracking.

MARKETING RESEARCH AND DEVELOPMENT

Easily carry out market census, outlet survey and assets survey.

PUBLICITY MANAGEMENT

Define Publicity Items as well as their issuance.

TOOLS OF TRADE

Issue, Recover and Return Tools of Trade. Also allows Repair and transfer of tools.

TARGETS

Define targets region and sales force wise. Allows comparison between targets and achievements.

ANALYTICS & REPORTING

Using Dashboards, view real time data analytics for in depth KPIs.

MOBILE FRONT END

With HTML5 Compatibility & Mobile Apps Integration (Oracle & SAP) ERP, avail real time mobile synchronisation.