



A Paint Company Enhances Sales & Distribution Processes

A smiling man in white overalls and gloves is holding a large fan of color swatches. He is also holding a paintbrush in his other hand. The background is a bright, white interior space.

Client Overview

Client is in industrial & decorative paints business with two manufacturing units and seven distribution centers in India. They handle more than 1,200 SKUs across the segments.

Challenges

Sales person used to physically visit each dealer to book orders

Frequent changes in sales orders creating difficulty in supply planning

Order and shipment mismatches

Higher costs for product catalogue printing

Solution

- **Cloud based centralised web applications for orders management**
- **Android mobile app for dealers to view product catalogue and place orders**
- **Android mobile app for warehouse staff for order pick-ups**
- **Integration with accounting and manufacturing applications**

**Responsive Supply
Chain Operations**

**Better Customer
Service**

Benefits

- **Online product catalogue**
- **Real time sales orders from dealers**
- **Efficient warehouse pick up & shipping operations**
- **Advance delivery notifications to dealers**
- **Spot incentive schemes communication**

**WE HAVE DONE THIS
WE CAN DO IT AGAIN**

Find out more about how
technology enabled solutions can
remove bottlenecks and help
scale your business.

Reach out to us at info@rtac.in