



A Complete software Suite for  
Sales, Distribution & Retail Management



# MISSION STATEMENT

To enable and empower every salesperson, sales team and channel partner to maximize performance & productivity with technology-enabled insights and algorithmic recommendations.

# 2 ELITE CLIENTELE

2015

Product Launch

150+

Clients

17000+

Users

20L+

Retailers Serviced

2800000+

Device Enrolled

## FMCG



DIAGEO



## Fresh foods



## Consumer care



GATSBY



## Industrial



## Enterprise Security



Government Of India



# 3

## ABOUT TEAM

### LEADERSHIP



Founder and CEO  
**Santosh Hegde**

18 years of global experience in the field of business automation. Previous Experience include Accenture, Microsoft and Merrill Lynch, Started Appobile Labs in 2011 out of a desire to create quality B2B SaaS product company,

Experience in steer heading the projects like FIn-inclusion (Indian Bank Kisan Card - 2012 ), Smart City Automation, DRDO Projects and satellite Communications.



**Arjun Ranga**  
Advisor & Mentor

Mr. Arjun Ranga is mentor and has been with us since early days. His passion and belief in technology and its role in easing business operations has made this glistening association with SalesDiary.

He is a partner & MD of NR Group, the makers of 'Cycle Pure Agarbathies' and the President of CII, Karnataka.

**35+** member team is working with a clear vision and goal to develop indigenous AI & ML enabled product for sales and distribution industry. Helping companies to efficiently manage sales channel and strengthen core distribution network

# 4 KEY RECOGNITION & PARTNERSHIPS

## AWARDS



## CERTIFICATES



**SOC 2  
TYPE II  
CERTIFIED**



## PARTNERSHIPS



**Panasonic**



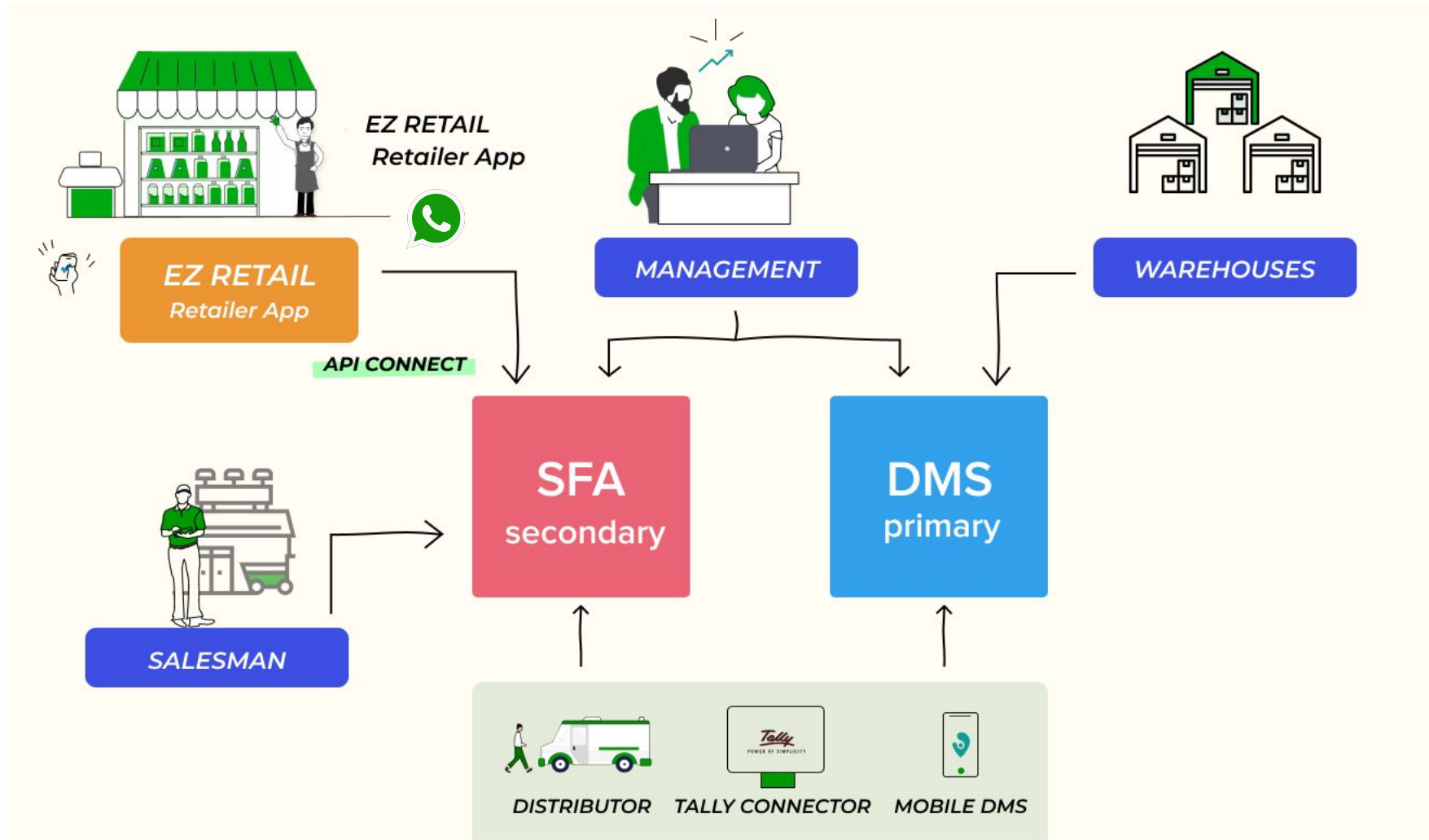
**Lenovo**

# 5 ECOSYSTEM



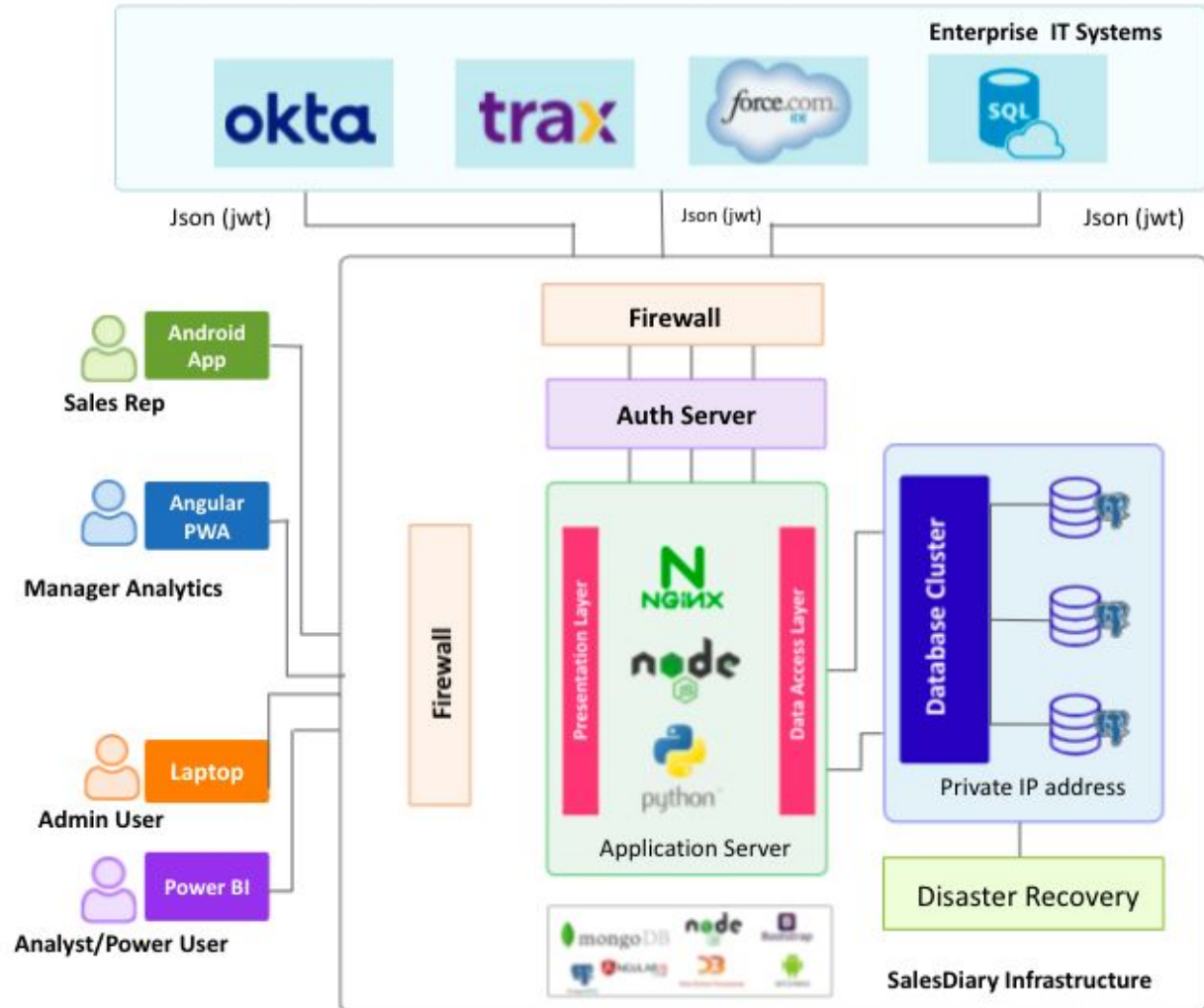
# 8

## SALESDIARY ECOSYSTEM





# Tech-Stack Highlights



## Flexibility:

- ML, AI Logics can be infused using python.
- JSON/JWT based integrations allow us for seamless integration with any kind of system.

## Scalability:

- Node JS middleware allows us to dynamically scale from 100 users to 10,000 users with ease.
- Postgres SQL allows us to operate approximately 3,00,000 IOPS with NVMe SSD.
- Architecture design for vertical and horizontal scaling.

## Security:

- Hosted with tier 3 data centres.
- Server hardens to allow only specific applications and ports to interact with each other.



# 5 OUR PRODUCTS



SalesDiary is the smartest Sales Application powered by AI empowering your on-field sales force to excel and unleash your businesses true potential.



Simple and effective distributor management system covering secondary billing, virtual inventory, payments, stock audit and primary order booking.



A self-ordering app for Retailers to directly purchase from Company authorized distributors.



A Comprehensive solution for Mobile device management for enterprises.  
*Only Google Zero Touch Reseller for South East Asia*

# 5

## WHY SALES & Distribution System

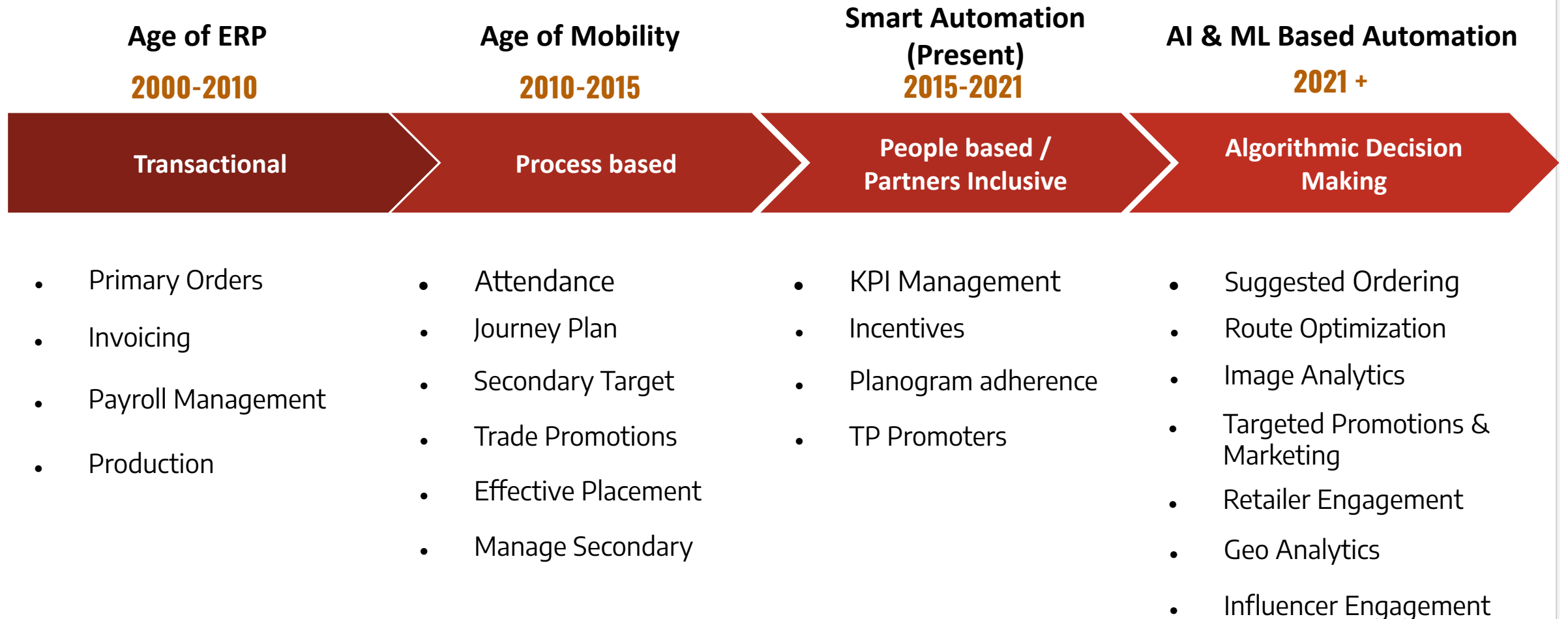
- Objective
- Challenges

# 5 Agenda

- Importance of Automation
- Benefits

# 7

## PHASES OF SALES AUTOMATION



# 9

## FEATURES

### 01- Master Data Management

- Geographical - Territory, Cluster, region
- Hierarchy - Sales Team, Supplier
- Product - Category, variants, brand and business Group
- Customer Class, Price Lists and Scheme Management
- Program Management, Key-outlet, Custom JC Period

### 02- Planning

- Journey Plan
- Focus Product development
- Gate Meeting/Daily Goals
- Top down & Bottom Up
- Primary Sales Target
- KPI Goal setting

### 03- Execution

- Activities - Attendance
- Activities - Virtual Call
- Activities - Checkin/checkout
- Activities - Outlet Addition
- Activities - Secondary & Primary Orders
- Activities - Schemes and enrollment
- Activities - Asset Servicing
- Activities - Planograms & Contracts
- Activities - Competitor Survey
- Activities - Retail Stock Audit
- Activities - Retail Availability Audit
- Activities - Opportunity/Tasks
- Activities - Retailer Profiling (Digital KYC)
- Activities - Recording BTL Activities
- Activities - Master Data Change Request
- EOD Summary

## 04- Distributor Management

- Secondary Invoice
- Partial order and fulfilment
- Picklist/Delivery Plan
- Outstanding & Payments
- Returns Management
- Credit Note & Debit Note

- Primary Order (dist - plant/stockist)
- Primary Invoice and Delivery
- Virtual inventory
- Stock Audits & Correction
- Multiple Supplier config
- Claims & Settlement

## 05- Van Sales

- Carry Over Stock - Load In
- Next Day Order Booking(Load out)
- Live Stock Management
- Transfer of stock between Vans
- Stock Dispute Redressal
- Single Window EOD settlement

- Suggested ordering
- Suggested outlet visits
- A4/A5/Thermal Printer Integration
- Cash/Credit Management
- Return/Replacement Management
- Partial and Staggered Delivery for MT - based on PO.

## 06- EZ Retail

- Order Placement
- Schemes Notifications
- Invoice View

- Order Auto- Mailer to Supplier
- Payments & Outstanding
- Reward & Recognition

# 11 FEATURES

## 07- Toolkit

- Training Materials
- Assessment
- Review Coaching Notes & Reminders
- Expense Management & Travel Log with distance calculator
- Attendance & Leave Management

## 08- Integration

- API Based Third Party Integration
- Tally Plugin

## 09- Reports, Dashboard & BI tool





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5,068 followers

2d



At 40-50% YoY growth, hoping to touch Rs 1,000 crore revenue in two-three years: [Rahul Gandhi](#) of [iD Fresh Food \(India\) Pvt. Ltd.](#)



At 40-50% YoY growth, hoping to touch Rs 1,000 crore revenue in two-three...  
bestmediainfo.com

# 13 VALUE PROPOSITION

1. Customised workflow to suit the business need
2. Streamlines Sales call process
3. AI/ML enabled system
4. Connected platform for B2B, Service & General Trade & Modern Trade department
5. Single ecosystem : SFA, DMS & Retailer Portal
06. Clear visibility & Gap analysis with actionable insights
07. KPI scorecard & Gamification
08. Personalisable, Customisable dashboard & reports
09. Inbuilt Mini BI Tool
10. Inbuilt GIS Analytics

# GET IN TOUCH

CONTACT US

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Labs

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