# Management and Computer Consultants

# Case Study: Scheme Tracker

## 2015

### Client: Fortune 100 Company of India

# MCC Background:

MCC started developing software way back in 1975 when the term MIS was used. We have seen the different generation of computing right from Mainframe to Mobile. Adapting to new technology and our length of relationship with customers have been our greatest strengths. The testimony to this lies in the fact that the client has been our customer since 1975.

# Client Name: Fortune 100 Company of India

Headquartered at Kolkata, with 11 strategically located manufacturing units and about 170 sales offices (all including those belonging to the Company's own division and subsidiaries). The company also has an international presence in 3 countries. With employee strength of about 2,500 and a countrywide distribution network of 15,000+ dealers, the client is acclaimed as a game changer in the sector with a vibrant portfolio of paints and tailor-made customer services in every paint segment. The client has a turnover of Rs 3,600 crore annually.

# Project Overview:

The client has many dealers across pan India. In order to boost sales various promotional schemes are provided to dealers in form of credit notes or gifts. The system provides end to end tracking of dealers who qualify, gift purchase order generation, adjustment of credit note, gift disbursement and pending despatches.

# Business Challenges:

- Manual Tracking of the entire process for redemption of dealers.
- Coordination with third party agencies like couriers etc.
- Lack of MIS reports leading to unaccountability.
- Manual Tracking of Despatches.

# Requirement Assessment:

MCC technical team sat with the client team and understood the issues which they we facing. Based on the needs a requirement assessment document was prepared which included the following:

- **Gifts to be given as per performance of the dealers.**
- **Coordination with vendors supplying gifts and courier companies.**
- **Documentation to be generated for entire process.**
- **Inventory Management.**

Once the requirement assessment was given sign off the project got kick started. Post sign off there were meeting with clients to ensure smooth delivery and the application got tested rigorously before it went live.

# Solution Features:

**Entities Involved**: Client, Dealers, Gift Vendors and Courier.
**Users:** 300
**Platform:** ASP.Net 3.5 and above, SQL Server 2008 and above.

- Service the dealers in the redemption process as per Scheme Benefits.
- Dealer CN will automatically upload into Oracle ERP through this system.
- Dealers are selected for gifts based on their scheme wise performance.
- Gifts can include credit notes, holidays etc.
- PO generated against each scheme for the gift item for the Vendors.
- Vendors provide gift to HO and HO in turn send this to depot.
- Courier companies in turn distribute gift to dealers.
- Tracking pending dispatches.

# Benefits

1) **Visibility of the process to HO and Various Units like Depots.**
2) **Dealers based on their scheme performance got the requisite gifts.**
3) **Process got integrated with various external players like courier and gift companies.**
4) **Dealer can track when he will get gifts.**

# Testimonials:

**"MCC has been serving Berger Paints since 1975. Their support over the years has been exemplary and they have very deep insight into our business processes. As of now they are providing support and development on mobile, web based application and Oracle ERP. Previously they were also providing assistance on Informix and Progress."**

*- Sudhir Nair, General Manager (Marketing), Berger Paints*