



mobile sales force automation app



Mohan Chandrasekaran
Founder & CEO
Former Global & Indian CIO 100 Honoree



www.sudesicloud.com



Sudesi's Smart-Force?

Smart-Force is a Android Tab & HTML5 based sales force automation App which gives sales team members access to key product information allowing them to perform critical sales functions including accessing product information, lead creation, manage leads, convert lead to order, placement of orders, capture the Application/order data digitally with supporting images, checking order status, updating sales pipeline information, and looking up client details many more.

Features of Smart Force APP:

- Access key customer information at point-of-need
- Manage leads/opportunities by account or territory
- Allow sales team to share activity, calendar, and workflow data
- Access up-to-date product information
- Access product/scheme-specific pricing and product configuration
- Create/track orders
- Access sales reports
- Delivery and status alerts etc.

Current Supported INDUSTRIES

- **BFSI, TELCO, MANUFACTURING, FMCG and many more**

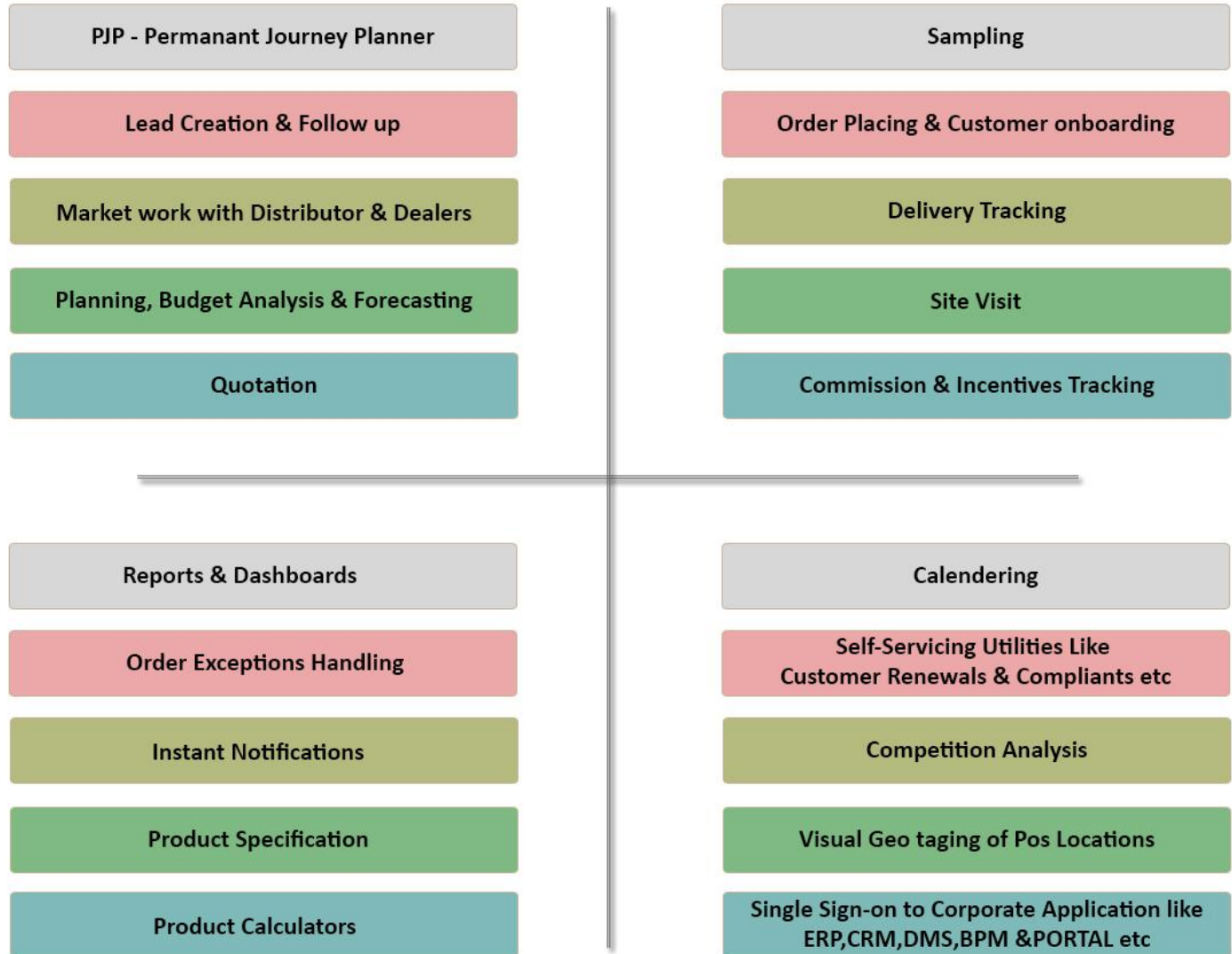


Why Smart-force?

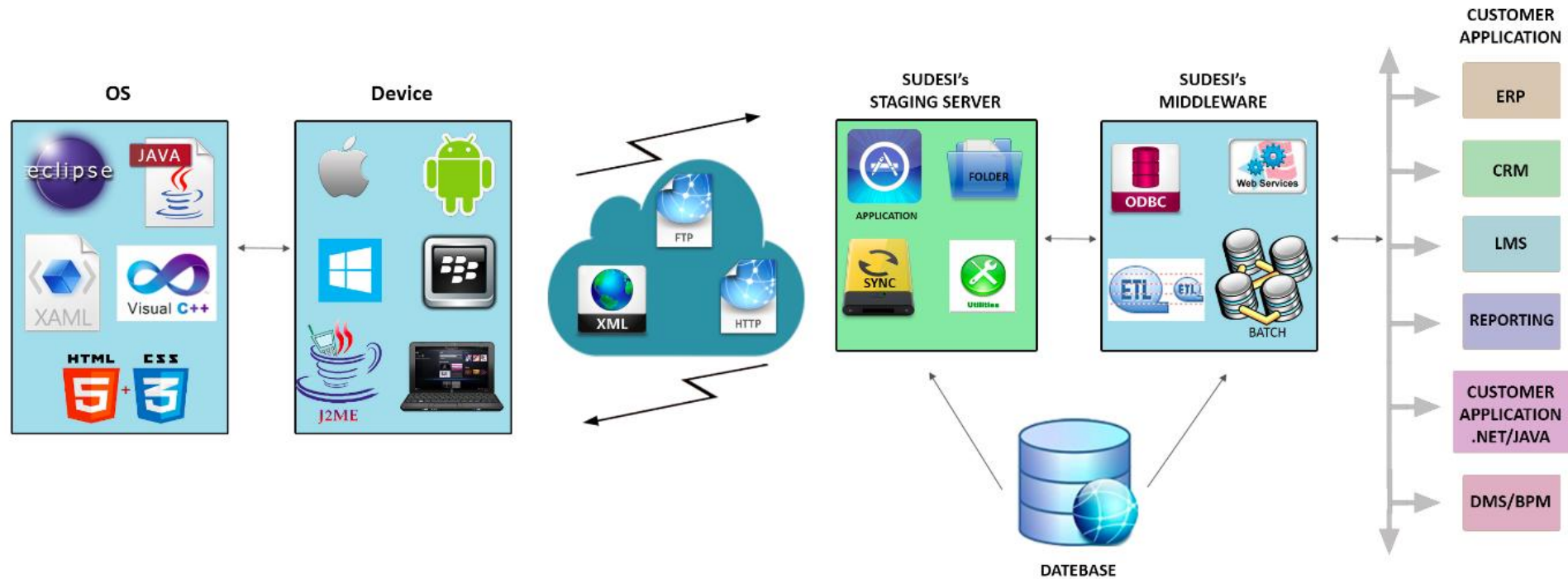
- ✓ Smartphone penetration is increasing
- ✓ BYOD – Bring Your Own Device is another new concept and catching up
- ✓ Mobile applications are commonly used by field team for personal use
- ✓ Current focus of mobile application is more “Social”
- ✓ Business applications are slow to catch
- ✓ Huge Opportunity exists to provide business applications and create a “Self Service” revolution
- ✓ Create Lead, Convert Lead and on-board customer at Point of Sale
- ✓ Order booking, Sampling Quotation, KYC & AML Check at POS
- ✓ Capture Application form & Supporting's and Compress then Transmit to Staging Server
- ✓ Sudesi's Mobe-Scan™ compress the Photo Captured by 1/15th of Original size thus eases the transmission even with “EDGE”
- ✓ Smart-force is available on HTML5 and Android Native Tablet App



Smart-Force Functionalities



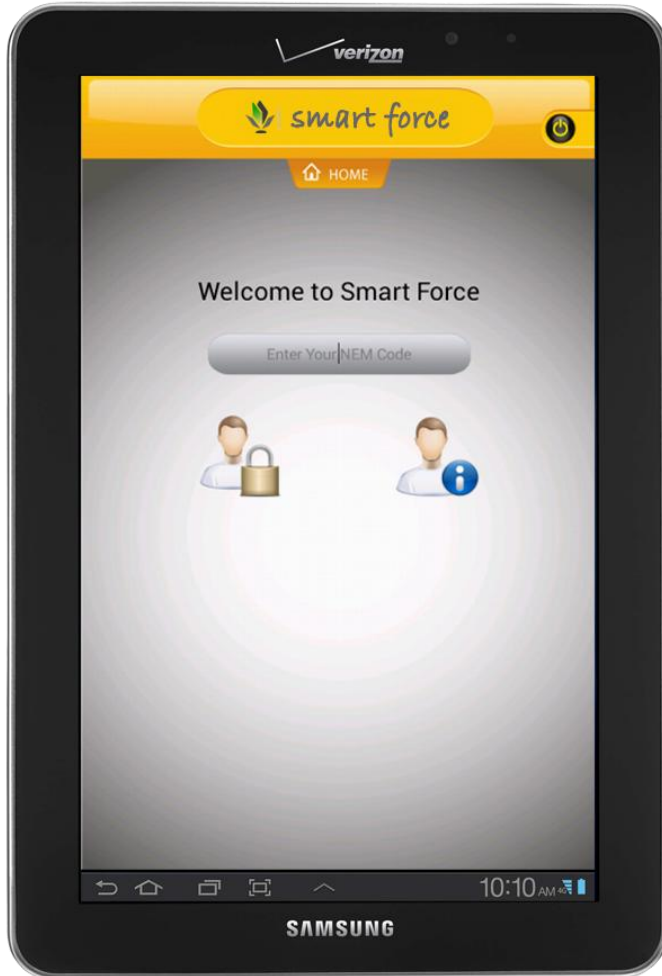
Smart-Force Architecture



Using Enterprise Service Oriented Architecture (SOA)



Organize your sales pipeline



- Sudesi Smart – force allows you to create a customized list of lead sources and assign a source to each lead.
- It has a comprehensive sales planner.
- Complete visibility and control over all your deals, from contact to close.
- Delegate and Collaborate
- Know exactly what each team member is doing with each contact and lead
- Avoid redundancy and wasted effort & work together more effectively.



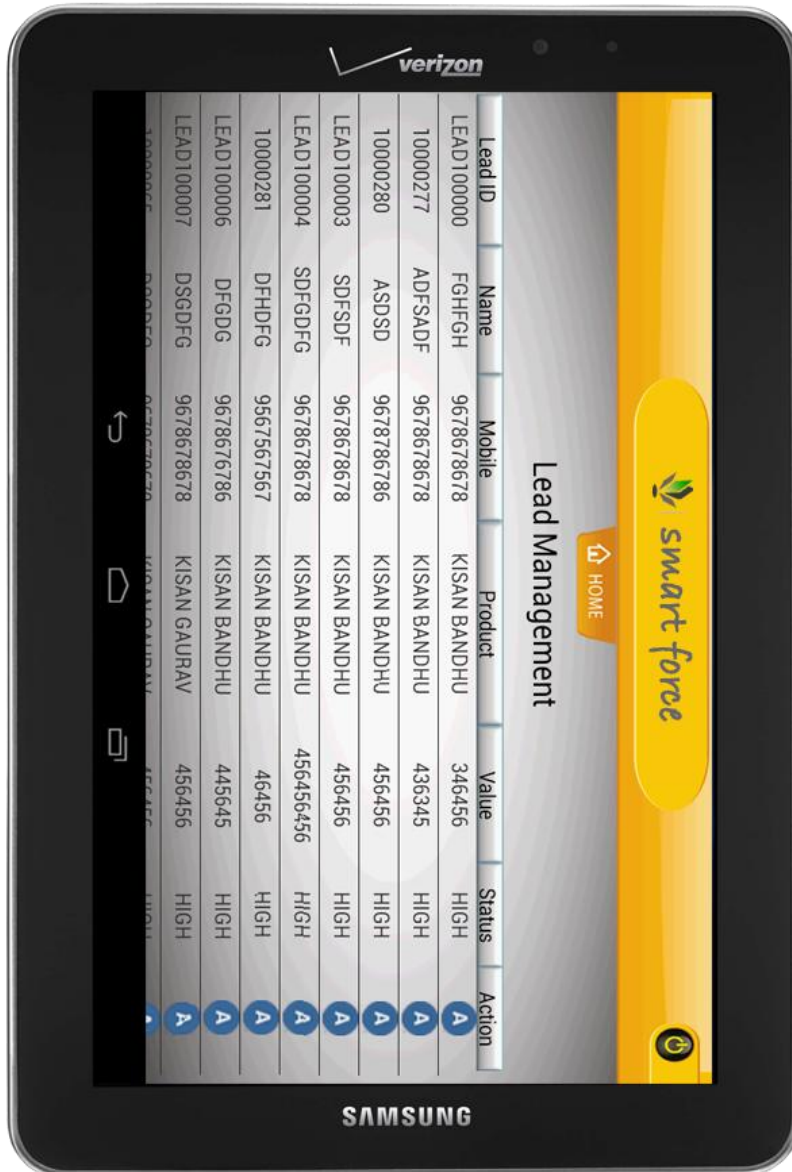
Smart – force features



- Captures End-to-End market working for Sales executives/ officers /agents.
- Planning field / market/ client visits.
- Capture market work.
- Prepare expense reports.
- Ability to create Day / monthly planner
- Capture details of on field activity



Detailed Marketing "Business Inelegance" Reports:



Lead ID	Name	Mobile	Product	Value	Status	Action
LEAD100000	FGHGH	9678678678	KISAN BANDHU	346456	HIGH	A
10000277	ADFSADF	9678678678	KISAN BANDHU	436345	HIGH	A
10000280	ASDSD	9678786786	KISAN BANDHU	456456	HIGH	A
LEAD100003	SDFSDF	9678678678	KISAN BANDHU	456456	HIGH	A
LEAD100004	SDFGDFG	9678678678	KISAN BANDHU	456456456	HIGH	A
10000281	DFHDFG	9567567567	KISAN BANDHU	46456	HIGH	A
LEAD100006	DFGDFG	9678676786	KISAN BANDHU	445645	HIGH	A
LEAD100007	DSGDFG	9678678678	KISAN GAURAV	456456	HIGH	A

- Dashboard with live report summaries
- "Big Picture" always visible
- Automated report generation and automated report distribution
- Automated report triggers on specified event
 - Low closure rate by region, channel, average, product line, ...
 - Exceeds/Below pre-set limits
 - Follow up / contact time to slow
 - Many options available



Lead Management

The image shows a Samsung tablet displaying a mobile application interface for lead management. The app is titled "smart force" and features a "Create Lead" form. The form includes the following fields and options:

- Date: 10-9-2013
- Customer Name: Customer name
- Mobile no.: Customer Mobile no.
- Address: Address
- State: State
- City: City
- Pincode: Pincode
- Address Type: Urban (dropdown menu)
- Type: HIGH (selected) / LOW
- Product: --Select-- (dropdown menu)
- Branch: MYSORE
- Value: Value
- Comments: Comments

A blue "SUBMIT" button with a right-pointing arrow is located at the bottom of the form. The tablet's status bar at the bottom shows the time as 10:10 AM and the Samsung logo.

- User or agent is presented with a specific questionnaire based on product or area of interest
- Questionnaire qualifies user and assess users' interest in product (need), level of funding and time to purchase
- Additional questions, depending on geographic location, entered in user contact form may be presented (Vertical Markets, Geographic Region, etc.)



Business Insights



- Planned Activities for the month (in a calendar kind of interface)
- Expense Report
- User can capture all his expenses at day level
- Planned vs Actual Market work Report
- Daily Sales Report
- Capture basic details of the activity performed on the field.
- Helps maintain momentum by displaying real-time progress on goals based on every action taken by every member of sales team



Customer Appln Form(CAF) Filling

verizon

smart force

APPLICANT REFERENCE GUARANTOR COAPPLICANT ASSET OFFICE USE

App No # T100000134 LEAD # 10000133

Application Date: 9-10-2013

Mr. Mrs. Ms. Messrs

FGGVB

Middlename

FGVV

DGGHH

Address Line 2

Landmark

DELHI

NEW DELHI

445788

STD Code

Telephone no.

9668558866

Date of Birth * 9-10-2012

Occupation * Salaried

SUBMIT

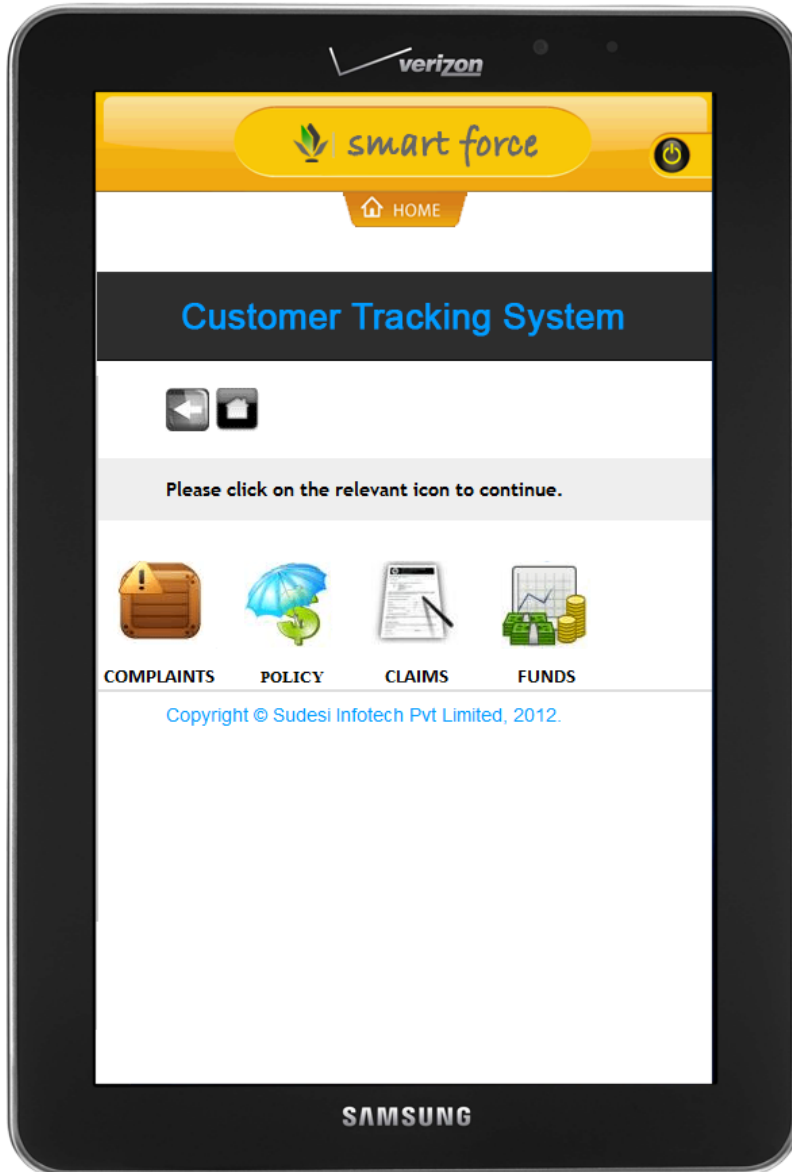
10:10 AM

SAMSUNG

- Convert a Lead to Customer by enrolling his Customer Application form on his tablet
- All product validation with Master data are enabled for zero rejection
- Photo Capture the Supporting Docs and FTP to central server
- Track the Stages of CAF with Ops team



Self-Service Tracking

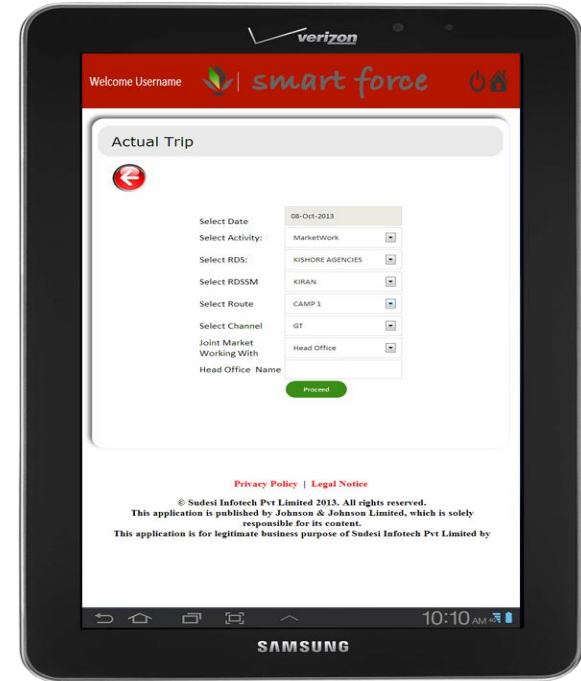
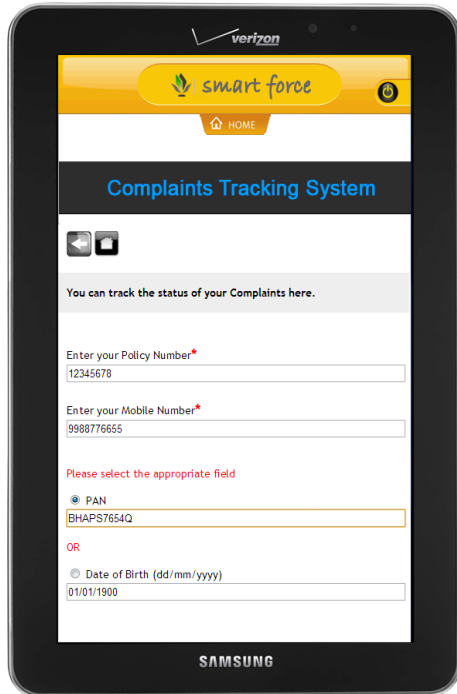


Field team on a Self-Service mode can track their

- Leads,
- Customer orders,
- Complaints,
- Claims,
- Commissions,
- Intermediaries,
- Contest,
- etc



smart – force screens



OUR ESTEEMED CUSTOMERS





MANAGEMENT TEAM



New, professional management team, running a consolidation of well-established IT businesses



MOHAN CHANDRASEKARAN, Founder CEO is a Global and Indian CIO 100 Honoree and has over 15+ years of Technology SME Experience of which he spent more than 10+ years Executive IT Management Experience in overseas and India.

Mohan worked as CTO with Reliance Life Insurance. Committed to the objective of positioning IT as a Strategic Business Unit that builds its Technology Strategy centered on business demands, he initiated, strategized and delivered a niche process Automation benefit. This made the company move from No 18th Position (2005) to 4th Position (2010) w.r.t New Business Premium and induced nearly 8 million customers in 4 years of Operations. From 150 branches and less than 1000 employees RLIC grew to 2000+ branches and nearly 25000 employees in a period of 5 years. RLIC moved from personal customer touch point through Branches in 2006 to Multi dimensional touch points Like Mobile Portal, Customer Portal, SMS, Emails, chats, Contact centers & traditional Branch, Letters and Fax.



The Enterprise IT Architecture deployed helped the Company to expand multi-fold within a few years of operations as well as enabled business process automation, thus, giving sales and customer services a unique blend of agility, quicker turn-around time, improved efficiency and superior sales/customer satisfaction. There were many first-in-the-market innovative projects conceived, initiated and delivered by Mohan within the international insurance space. When the Global Financial market collapsed, he conceived a unique Co-Sourcing / IT Operation model to contain cost and IT budget.

He also worked as Regional AsiaPac Executive role with Cathay Pacific Airways and Computer Sciences Corporation in Singapore.

Mohan has received Global CIO 100 and Indian CIO100 Honoree and several recognitions both in India as well as Globally.



New, professional management team, running a consolidation of well-established IT businesses



NAVEEN JAMES, Director-Operations, has over 14 years experience managing operations in India. Most recently, Naveen held the title of Country Manager for Off-shore services for Glodyne Technoserve Ltd, a publicly traded IT services company. Naveen co-managed all Glodyne US projects, ensuring delivery was on time & within the given budget. He also supported the marketing & sales effort by starting a telemarketing division to generate leads for new client acquisitions & better customer support. Naveen created and led a team of farmers & hunters for presales activity for US market from the Mumbai center in India. This was cost effective due to the pricing difference between US-India markets on human resources.

Naveen holds an MBA in marketing & finance from Mangalore University.



V SRINIVASAN, CFO Consultant is a Chartered Accountant with over 22 years of experience in finance & accounts with leading companies of which the last 10 years as CFO in companies like Bharti AXA Life Insurance, ICICI Prudential Life, AMP Sanmar Life Insurance

In depth understanding of Life Insurance and Oil & Gas industry profitability and growth drivers. Financial planning, analysis of data including trend analysis

Experienced in selection and application of strategy including through long term modeling of the business for testing what if scenarios (Sensitivity Analysis).

Interfacing with regulators, government authorities, industry bodies, Represented in few committees of IRDA/ MoF on insurance finance

Enterprise Risk management requirements operational, financial and strategic risk study and administration of mitigation measures.



JUDE FERNANDEZ, Corporate Advisor with nearly two decades of experience in **Mudra** was a key member of the Executive Board. He was the Chief Executive Officer of **Mudra India**, the **Branding and Communication Agency** in the **Mudra Group**.

He began his career with **Lintas** in Kolkata, working on Lipton, Berger Paints, **Reckitt & Colman** and Shaw Wallace. Moving on to Clarion, he worked in Bombay and then ran the Madras operations.

Joining **Mudra** in Mumbai in the early nineties, he has handled brands across categories, from personal care products like soaps and hair colours to services like telecom and insurance. He has played an instrumental role in several high profile launches such as Max Touch Cellular, Godrej Fair Glow, Reliance India Mobile, Godrej Real Good Chicken and Hongkong Bank Credit Cards.



Advisory Management team, running a consolidation of well-established IT businesses



Russell Rothchild, CEO Mentor is a serial entrepreneur who formed his first company at the age of 24. In 1996, he co-founded NYC-based Front Office Technologies (FOT) to provide IT strategy, implementation, and support services to financial institutions and ad agencies. FOT, which was acquired by an Indian public IT firm in 2007, had never lost a client during its 11-year history. In addition to transacting the sale of his own company, Russ has successfully acquired five businesses in the US, Europe, and Africa as CEO, Americas Region / EVP, Mergers & Acquisitions at SOFGEN, a multinational IT services firm. Russ managed businesses in the US and India for SOFGEN, where he continues to serve as Chairman of the Americas Region.

A third-generation New Yorker, Russ holds a B.S. in Computer & Systems Engineering from Rensselaer Polytechnic Institute and an MBA from Columbia University.



Haneef sheikh, M&A Consultant is a Senior corporate development, strategic transactions and operations professional with extensive IT sector experience, including sourcing, evaluating, negotiating and closing over 9 mergers, acquisitions and related transactions of IT enterprises (of over \$278 million dollars in mergers, acquisitions and related transactions of IT companies). Proven ability to manage enterprises and projects, expand markets and increase profits and turn around losses through revenue growth, cost reductions, internal controls and improved operations.

Haneef holds a combined Executive M&A education from Stanford University, MBA from **Sri Krishnadevaraya University** and B.S from [Sri Venkateswara University](#)



