"They have once again proved their credibility in project implementation and have added another feather to their cap."

Praveen Mathur Senior Manager (IT) Asia Pacific, Tupperware

SALES
Forecasting
SYSTEM

| A Tupperware Case Study | Enterprise Application | Tupperware® |

Introduction
Tupperware India Pvt. Ltd, is a wholly owned subsidiary of the US based Tupperware Corporation, the world's leading manufacturer of high quality plastic food storage and serving containers.

Through their unique selling method, Tupperware has recorded remarkable acceptance and success in India. Today the Company has a vast network of Sales force, comprising of 50,000 women across 41 cities in India.

The Challenge
In order to keep the fun alive in direct selling, Tupperware provides various monthly promotion schemes to its distributors and on the basis of these schemes they plan their sales under operational constraints such as: time, discount, unit production cost, retail cost.

So developing an intelligent sales forecasting application that can forecast the monthly variations in product sales based on the promotion schemes and other operational constraints was a big challenge.

Project Brief

Project: Sales Forecasting System

Customer: Tupperware India Pvt. Ltd.

Industry: Direct Selling

Application: Sales Forecasting

Tools used: Oracle 9i, ASP.NET 1.1, ADAM, Visual Studio .NET 2003, Macromedia Dreamweaver, MS Visio, MS Excel

Platform: Windows Server 2000

Project Scope: Requirements Analysis, Prototyping, Design, Development, Testing and Implementation

The Solution
Binary provided a web-based system that seamlessly integrated Tupperware's product sales data with their forecasting model. The new system provided the Forecasting and Inventory Planning department of Tupperware with an easy-to-use tool [*see Fig 1*] that performed the complex logical calculations derived from past observations. Strong analytical reports were incorporated to consolidate the forecasting information.
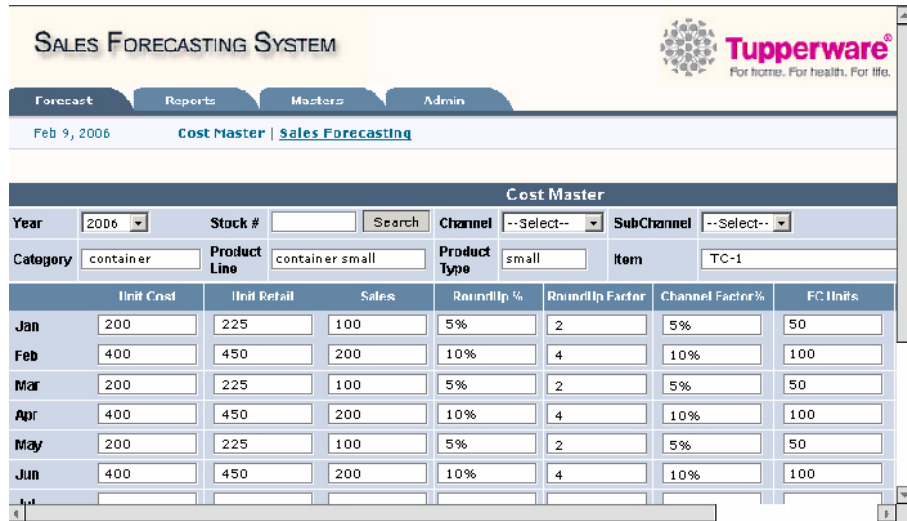

Fig 1: Sales Forecasting System screen grab

Developed on Microsoft .NET framework and using technologies like: ASP.NET, Oracle 9i, and Active Directory Application Mode (ADAM), the application provided a SOX complaint secure environment for Tupperware's crucial sales data. An ADAM instance was setup to authenticate selected set of users to support the complete business operations. The Sales Forecasting System has following main subsystems:

1. Masters subsystem
2. Forecasting subsystem
3. Report subsystems
4. Admin subsystem

The Benefit
Binary's Sales Forecasting solution was based on the product-oriented business architecture of Tupperware. Some of the key outlined benefits of the application are as follows:

- Automating the Sales Forecasting process, making it free from human error
- Real-time reporting and analysis
- Excel-based reports for easy exchange of information
- SOX-compliance for password management