

# Distributor Sales Tracking SYSTEM



Enterprise Application

A Case Study

## Project Brief

Project: Distributor Sales Tracking System

Customer: A leading US based MLM company

Industry: MLM, Direct Selling

Application: Sales Tracking and Reporting

Tools & Technology used:  
SQL Server, ASP.NET 1.1, C#,  
Visual Studio .NET 2005, Java  
Script, HTML Macromedia  
Dreamweaver, MS Visio, MS  
Excel

Platform: Windows Server 2000

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

## Introduction

Our client is a US based leading manufacturer of high quality plastic food storage and serving containers. The company with its presence in more than 100 countries is world leader in direct selling and multi level marketing. In India they have presence in more than 40 cities.

## The Challenge

Our client caters to the need of fast moving food storage product industry. The enterprise needed a comprehensive integrated solution that would be able to handle its business transactions efficiently.

For multilevel marketing industry that is faced with increasing competition and greater customer awareness, the need to provide better service at minimum operating costs becomes critical to maintain competitiveness.

## The Solution

Binary was invited to develop an end-to-end comprehensive web based distributors sales tracking system to meet client's business challenges.

Distributor Sales Tracking System application's prime business objective is to provide a fast and secure platform to collect, manage, improve, and administer the weekly sales data from the disparate distributors located all over India. Binary Semantics engineered and developed a web-based system through which the distributors will directly submit their weekly sales related data to the Head Office and can also view the corresponding available reports.

Scalability and flexibility in distributor sales tracking system allowed various product lines along with multiple zones in multi level marketing to be accommodated in the same system. The high degree of parameterization and user-friendliness in the lines of Component Based Architecture made the system an easy solution to implement at Tupperware.

Developed using Microsoft .NET framework and technologies like: ASP.NET, SQL Server 2000, the application provided a secure environment for Tupperware's crucial sales data.

The Distributor Sales Tracking System has following key modules

- |                             |                       |
|-----------------------------|-----------------------|
| 1. Admin Module             | 2. Manage Users       |
| 3. Master Data              | 4. Manage Reports     |
| 5. Application Settings     | 6. Transaction Module |
| 7. Distributor Weekly Sales | 8. Payments           |
| 9. Goals                    | 10. Report Module     |

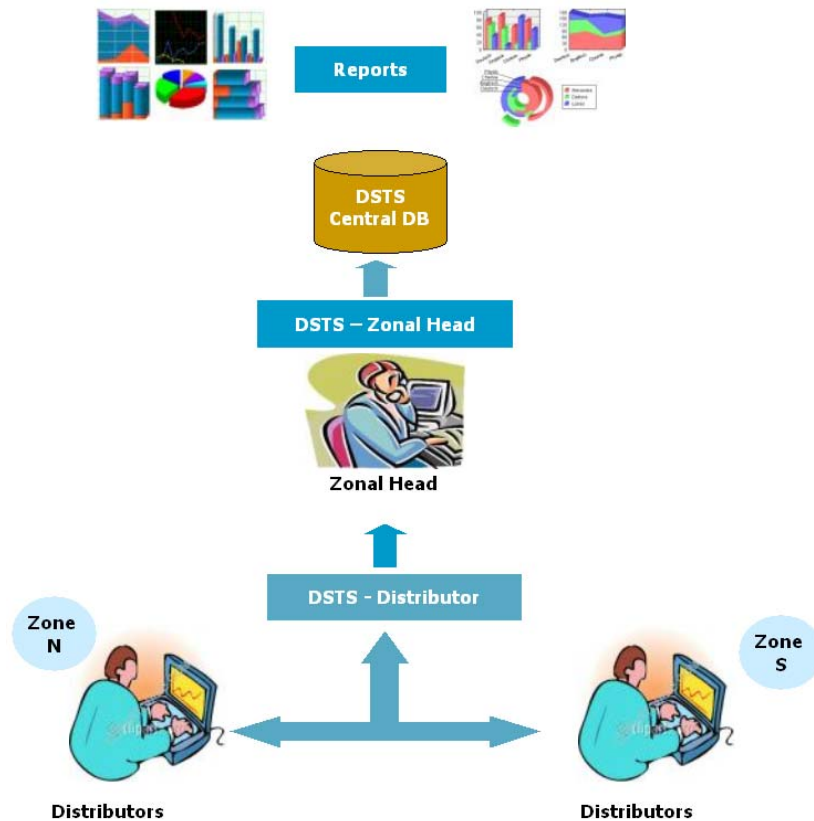


Fig 1: Distributors Sales Tracking System process flow diagram

**The Benefit**

Binary’s distributor sales tracking solution was based on the product-oriented business architecture of the client. Some of the key outlined benefits of the application are as follows:

- Consolidated and reliable data
- Better control over financial information
- Better control over distributor relationship management
- Efficient and accurate policy transactions
- Better communication between branches and head office
- Enhanced customer experience
- Enhanced sales forecasting and analysis

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