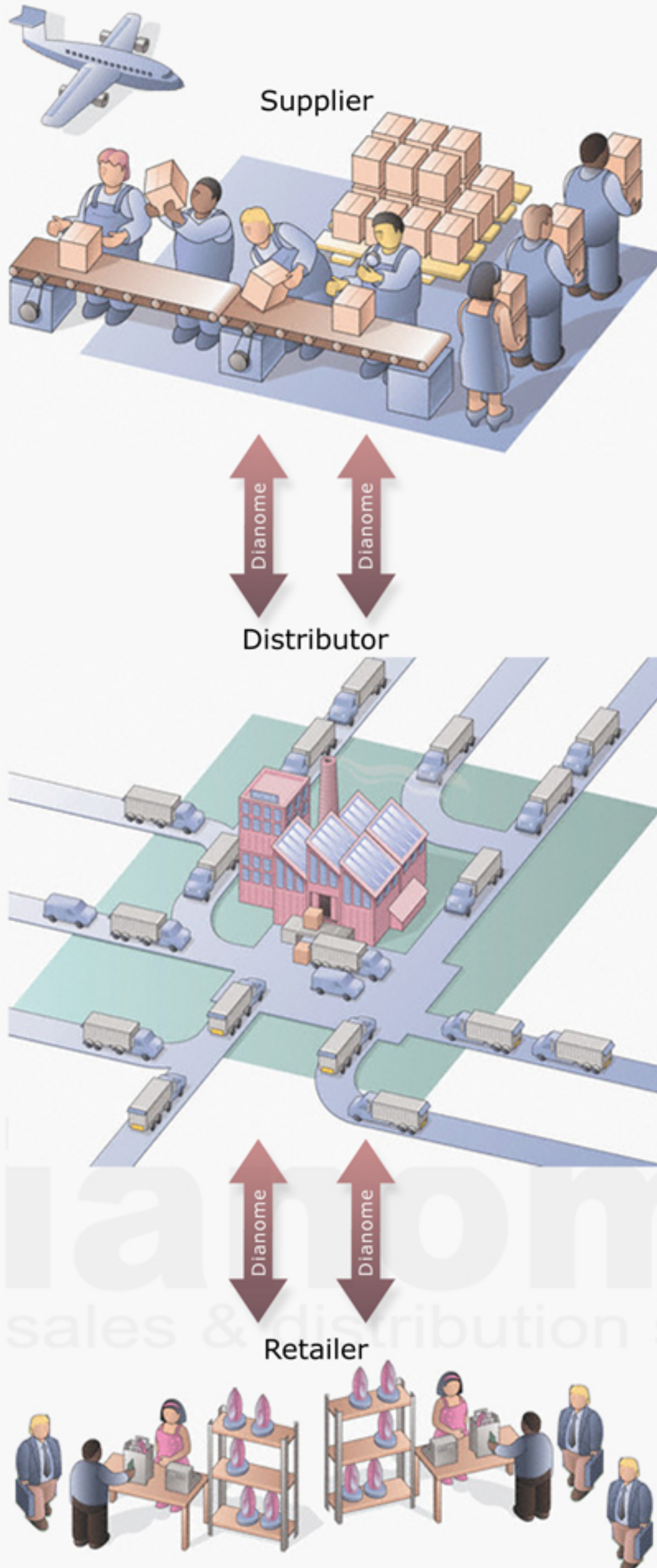


## Information Is Power

Vertical integration of the product distribution chain to provide real competitive advantage



## Dianome - Sales and Distribution automation for product distribution, delivered in "SaaS"

Dianome is a software application that is deployed by the manufacturer (or importer) of products in order to link the business processes together throughout the distribution chain.

In the highly competitive world of product marketing the distribution pipeline is both necessary for reaching the market but at the same time distances the key market decision makers from the consumers. At each horizontal level in the distribution pipeline sophisticated IT systems may exist to manage and analyse sales, inventory, and customer relationships but transfer of information between these layers is poor.



Dianome provides the vertical integration between the three layers creating a highly effective and efficient flow of information and provides the following important capabilities at each level.

### At the Head office level.

Dianome facilitates the setting of the business rules that define the distribution process; including such parameters as: sales targets, call cycles, stock levels.

Dianome also captures the sales information and the required stock information at both the distributor and retail level and transfers it to the Head Office for their decision making. Dianome includes a powerful business intelligence tool for the analysis of data.

### At the distributor level.

The distributor application facilitates all sales related functionality such as employee definition, route definition, sales calendar definition, stock ordering for sales, stock receiving, visit planning, daily stock issuing for sales and finally capturing and processing of sales data.

### Retail Sales Representative Level.

The PDA application (Sales force module) provides features which salespeople require to manage their sales calls (route selection, outlet selection, outlet history, vehicle stock, returns and sales).

Dianome provides all of the required software and connectivity solutions for the 3 levels of the distribution chain. Dianome both automates the business processes required for the product distribution AND provides the analytical tools to examine sales trends and market intelligence at head office (manufacturer or importer) level. Dianome is an incredibly powerful system that will deliver a real competitive advantage wherever it is installed.

### Deployment and Configuration.

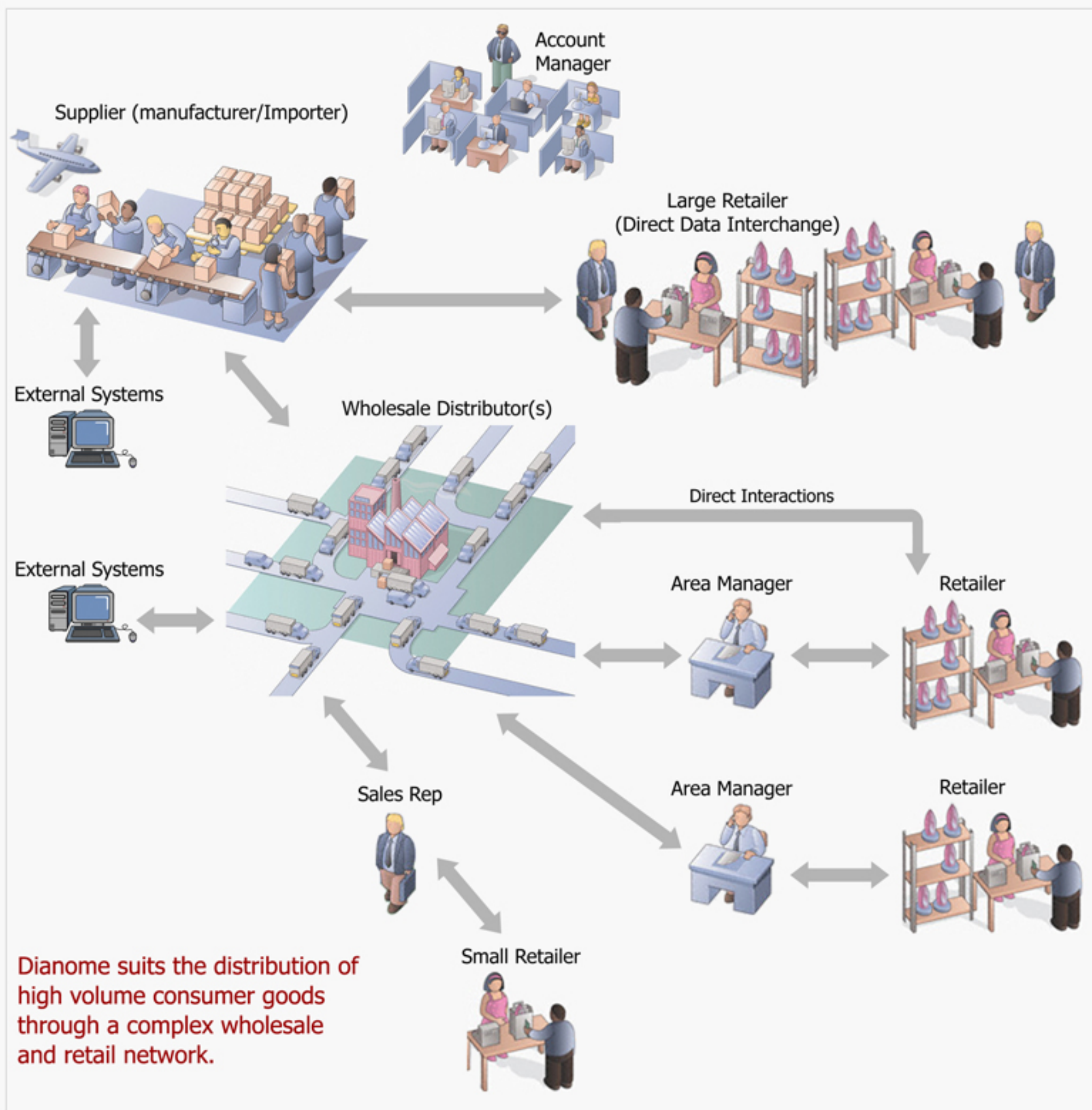
Dianome is not an "out-of-the-box" solution; Dianome is a fully functioning and integrated suite of software modules that are customised to each sales model. Installation of Dianome is preceded by a business analysis process. Talk to your Dianome re-seller or integrator for more detail. Or call Kandysoft direct for more information.

### Dianome Scope.

Is Dianome suitable for your distribution scenario?

Kandysoft have built a simple consulting process to determine if Dianome can provide a benefit to your unique business model; ask for Dianome Scope. For a small fee, a Dianome business expert will examine your business scenario and provide you with a detailed report outlining a broad architecture, budget price and a business case. Please ask us for more details.

In today's competitive markets – knowl



A sales distribution system for product distribution. Dianome vertically integrates the distribution chain to improve.

- Coordination of sales,
- Product tracking,
- Deliveries,
- Sales force management,
- And, the gathering of market information.



# Dianome Features and Capabilities

## In General

- Management and operations system for the sales distribution network.
- Linking the supply organisation to distributors and retail customers.
- Integration with external systems such as ERP, or financial systems.
- Customisable to suit your business model.
- Online documentation and help.
- Optimization of functionality through user friendly interfaces.
- Batch number tracking/Serial number tracking/Bar code interface.

## Suppliers - Head Office Administration Module and Cerebiz Dashboard (BI Tool)

- Setting up and controlling the key elements of the business such as Products, Price and Targets.
- Multiple pricing methods / Multiple business channel capability.
- On time market information for sales analysis and decision making.
- Customer order management facility.
- Brand auditing/Promotions / Surveys / Collecting of competitor information and market intelligence facilities.

## Wholesale Distributors – Distributor Module

- Business planning – Business Calender / Purchasing Plan / Sales Territory / Sales Targets / Market Visit Plan.
- Managing of the Stocks – Purchasing / GRN / Stock locator / Physical inventory management / Multiple inventory bin locations / Stock transfers / Stock takes / Stock Corrections.
- Daily business transaction recording – Retail sales / Returns / Order canvassing / Stock Balancing / Sales Commission.
- Dynamic and static reports for distributor level decision making.

## Field Force – PDA Module

- One click away information availability for market visit – Planned routes / Outlets / Products / Prices / Outlet history
- The basic sales call procedure is an eight step process.
  1. Pre-planning
  2. Call entry with date and Time
  3. New Product Presentation
  4. Merchandising – On Premise and Off Premise
  5. Sales Order / Invoicing
  6. Collections
  7. Discussion of Promotions
  8. Follow-up
- Eliminating of all paper work and direct data transfers with main system.

## Built for customisation and integration

Dianome has been designed to be fully transparent and open to facilitate integration with other systems and to allow further customisation.