

biz-e-Motion™ MobileSales®

Put critical information and processing capabilities in the palms of your mobile sales force for a truly streetsmart team.

Having exploited every conventional ways to stay ahead of the competition, businesses today are looking to their mobile sales force for new sources of competitive edge. Advances in communication technologies have provided new ways that can be exploited to automate mobile sales operations, and eventually create competitive advantages over the competitors.

biz-e-Motion MobileSales is an integrated mobile sales automation solution that enables you to have a connected sales force by leveraging on today's wireless technology. biz-e-Motion MobileSales delivers information pertaining to customers, inventory and product pricing, etc, to mobile sales professionals on their handheld devices and at the same time allows transactions to be entered into these devices and transmitted to the HQ for immediate processing. These capabilities reduce non-productive time and enable the mobile sale force to maximize sales revenue by focusing on the value creating activities in the management of customer accounts.

A Package of Benefits

Suitable for Different Forms of Mobile Sales

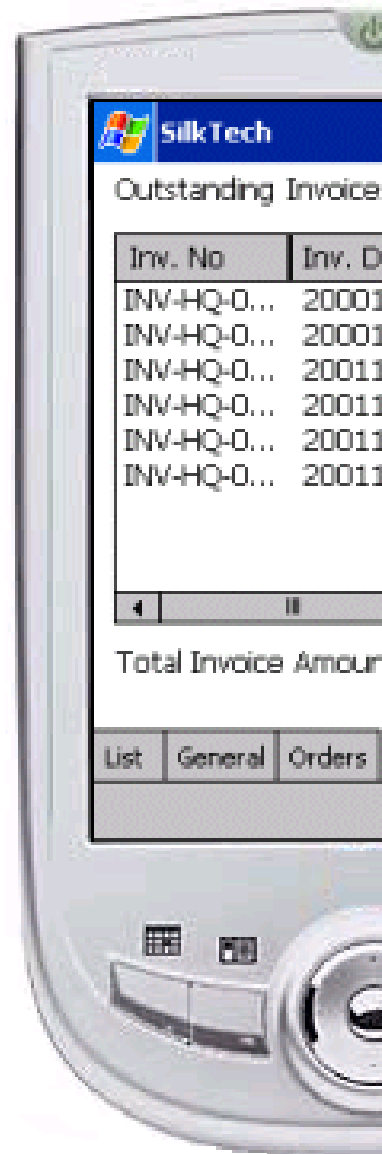
biz-e-Motion MobileSales is flexibly designed to cater to different forms of mobile sales practiced in different industries. You can selectively allow mobile sales professionals to carry out tasks such as product enquiry, customer enquiry, sale order entry, cash sales, goods return, goods exchange, delivery order as well as payment collection, etc. With a combination of these tasks, you can deploy biz-e-Motion MobileSales for users ranging from account executives with minimum usage requirements to outdoor sales executives who may carry out delivery of goods and payment collection with the requirement to print sales documents and receipts on-site.

You can also deploy biz-e-Motion MobileSales for capturing of sales at your product counters within a departmental store as well as mobile sales counters and exhibition booths that may not have the appropriate power supply and communication lines for a full-fledge POS system.

Bilingual toggle feature in biz-e-Motion MobileSales extends its usability for field sales professionals and van sales operations in industries such as Chinese medicine and traditional food and beverage industry. The additional language option also helps to reduce user resistance to the equipment.

Productive Selling

biz-e-Motion MobileSales shortens sales cycle with functionalities that increases efficiency at various points throughout the sales cycle. With instant access to up-to-



date information, field sales professionals can respond to customer enquiries more quickly and provide more accurate information on pricing and product availability.

With biz-e-Motion MobileSales, field sales professionals are virtually doing whatever they are doing on the PC. Sales transactions transmitted from the field are received at the HQ and processed earlier resulting in faster completion of the sales cycle.

The ability to enter and print sales transactions anytime and anywhere reduces downtime of the field sales professionals. They spend less time doing paperwork, on the phone or travelling back to the head office. This allows field sales professionals to cover more customers on each visitation, turning unproductive time into extra time spent on serving customers.

Enhanced Customer Satisfaction

biz-e-Motion MobileSales helps you add value to your customers by being an efficient vendor. With orders transmitted to HQ from the field, processing takes place earlier, minimizing the lead-time required to deliver orders. In addition, transmitting of orders from the field allows the HQ to make arrangements for non-standard orders that may require additional delivery vehicles.

With biz-e-Motion MobileSales, new products can be made available to customers immediately through faster order acquisition and processing. Additionally, field sales professional can help to reduce out-of-stock situations and maximize sales at customer outlets by ensuring prompt stock replenishment.

Improved Collaboration

biz-e-Motion MobileSales improves collaboration among co-workers without the need for additional communication.

Through data synchronization between the HQ and the field sales professionals, information such as new product pricing, discount, obsolete products, changes in customer credit terms, stock availability, etc updated by the HQ are placed in the hands of the sales professionals. This reduces the chances of errors and omissions caused by miscommunications.

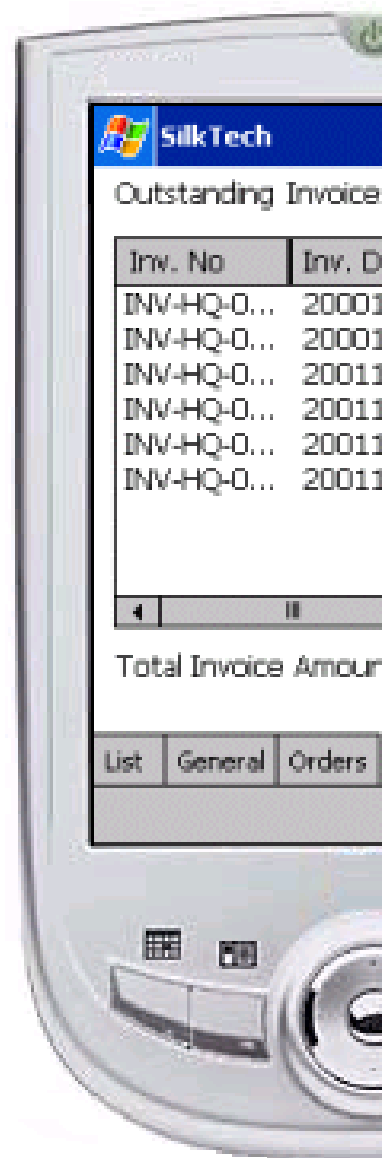
Relevant details contained in remotely entered transactions allow co-workers at the backend to take ownership of these transactions smoothly upon receiving them. This results in orders being scheduled and delivered on time to the correct customer outlets.

Scalable and Evolving

biz-e-Motion MobileSales can be implemented for organizations with one user to one with a team of sales professionals. You can also implement biz-e-Motion MobileSales on a phase-by-phase basis by equipping field sales professionals with mobile devices gradually. biz-e-Motion MobileSales' flexible licensing scheme allows you to add-on new users as your business grows.

You can also link up your backend with your choice of either e-Solution Financial or e-Solution Accounting to take full advantage of the complete end-to-end solution provided by the e-Solution Business Suite.

For users of other ERP packages, you may integrate biz-e-Motion MobileSales with you existing ERP system using customized data adaptors.



HQ Operation – Mobile Sales Management

e-Solution Distribution serves as the backend for biz-e-Motion MobileSales. Combined with your choice of either e-Solution Accounting or e-Solution Financial, the e-Solution Business Suite provides complete management and support to the mobile sales force allowing sales professionals to concentrate on sales activities. You may also choose to integrate biz-e-Motion MobileSales with your existing ERP systems using customized data adaptors.

Typical HQ activities relating to mobile sales are as follows:

Inventory Management and Logistic Support

biz-e-Motion MobileSales supports inventoried items including normal inventory items, kits, assembled items, as well as non-inventoried items such as service charges. In addition, the program deals with multiple units of measure for each product item. The HQ makes use of the inventory management module to manage stock items, ensuring availability of items at all time.

Maintenance of Item Master

Item master are maintained at the HQ. This includes creation of new products, as well as updating information of existing items. Information on non-inventoried items is also maintained. Stock information including stock code, description, product group, unit of measure, items are downloaded to the outlets.

Stock Replenishment for Van Sales

For van sales operations, the HQ may set up item and replenishment level and quantities for each stock item loaded into the vans. This allows HQ to better manage replenishment by transferring the appropriate stock items into the vans.

Delivery of Goods to Customers

With requested delivery date and address entered in every transaction, HQ makes use of the delivery schedule feature to plan daily delivery. Delivery planning can be done based on sales orders or delivery orders.

Purchasing

HQ arranges for purchase of items that are insufficient to fulfill orders as well as items that are purchased on a back-to-back basis. Purchases orders can be generated based on the sales orders entered by the field sales professionals.

Sales and Marketing Management

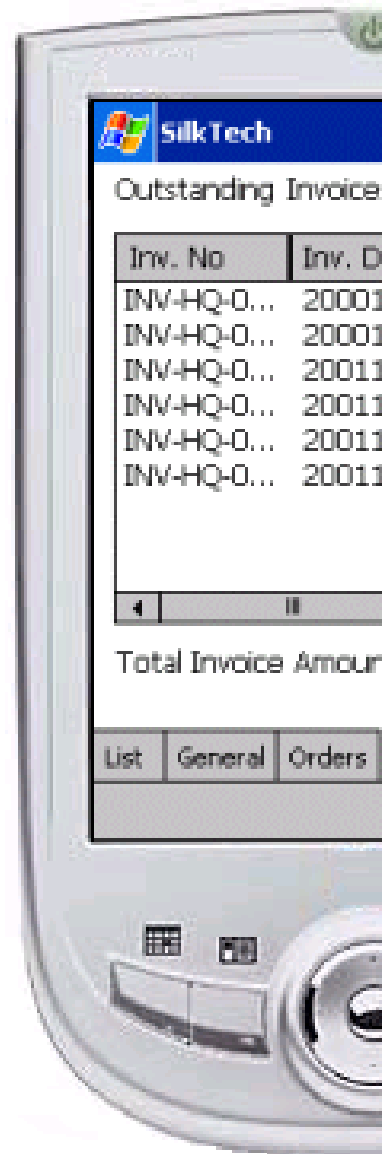
HQ plays the role of sales and marketing management by maintaining customer records, item prices and processing sales orders, etc. Typical activities are:

Customer Management

Customer records are created and maintained at the HQ. Customer information such as credit limit, credit available, payment terms, tax rate and delivery addresses can be set up and made available to the mobile sales force. Financial module at the HQ updates customer credit balance as invoices and receipts are recorded. Financial users may also re-access and update customer credit limit.

Item Pricing

HQ manages product pricing through maintenances of multiple price lists supported in biz-e-Motion MobileSales. Prices in the transactions are determined by the price list attached to each customer.



Regular Orders

HQ creates and store order templates containing items that are regularly ordered by each customers. These templates can then be used to speed up item selection in new sales orders, saving the hassle of entering new orders from scratch.

Customer Visitation Schedule

For regular customers, visitation schedule can be created and stored for each customer.

Sales Order Processing

Sales orders entered by mobile sales force are transmitted and received at the HQ. Users at the HQ continue processing the sales orders in the sales process flow by generating delivery orders and invoices.

Setting Mobile Sale Policies

HQ sets the business preferences and policies that govern the operations of the mobile sales force. For example, HQ may set unit price of items to be obtained from price history during transaction. HQ may also set a fixed delivery lead-time for each mobile user.

Security Control

Administrator at HQ sets up user IDs for cashiers at each mobile user and assign access rights and permissions to each user. This ensures that unauthorized users do not get access sensitive information and sales operations are carried out in accordance to company policies.

Performance Analysis

Performance of each stock item, salesperson or buying pattern is analyzed at the HQ. Besides a range of built-in performance analysis report, you can make use of the powerful built-in report writer to design customized analysis reports that provide greater insight into the mobile sales operation.

Mobile Sales Operation – Mobile Selling

Operations at the mobile user side can be categorized into information enquiry, transaction entry and data synchronization.

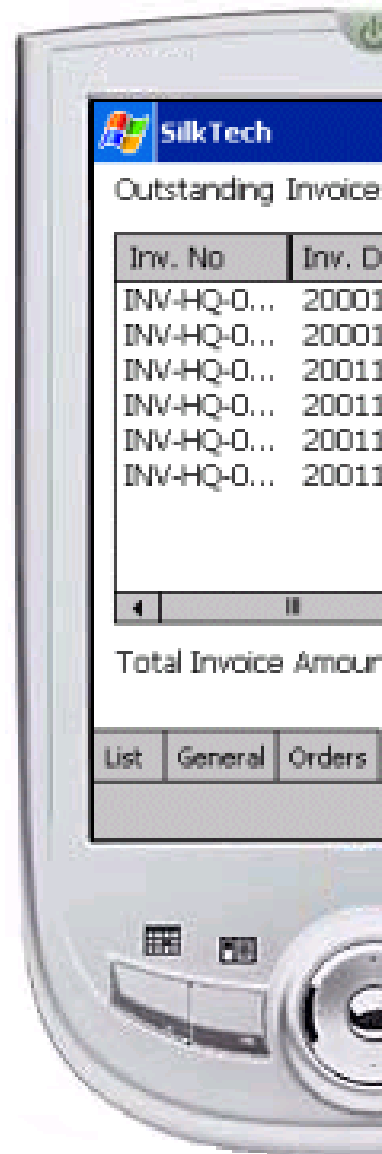
Information Enquiry

Availability of information is crucial to the mobile sales force. In the field, information is required in the acquisition of new business as well as follow-up on existing ones. With biz-e-Motion MobileSales, users can make enquiries on customer and product information after downloading data into their PDAs.

Customer information

Besides the customer code and name, these are some important information available to the mobile sales user:

- Contact person
- Contact number
- Payment terms
- Credit limit, outstanding balance and available balance
- Addresses for delivery purpose
- Outstanding sales orders not delivered



- Outstanding invoices not settled

Sales professionals may also make enquiry on the customers whom they are supposed to visit on a particular day by entering the date of visitation. The program returns a list of customers with the entered date falling within the visitation period.

Product Information

Some product information available:

- Quantity on-hand, delivered and available at company level as well as at mobile location level if stock is carried (e.g. van sales).
- Product prices
- Product type
- Kit components

Transaction Entry and Printing

Depending on the user's access rights, the following transactions can be entered and printed with biz-e-Motion MobileSales:

- Sales Orders
- Sales Returns
- Goods Exchange
- Delivery Orders / Cash Sales
- Receipts from Customers

Some features available in the transaction module are:

Delivery Date and Address

biz-e-Motion MobileSales supports multiple customer address. During order entry, you can select the delivery from the customer record as well as specify the requested delivery date of the order.

Cash Collection

When entering sales orders, you may record payment received for the orders into the transaction. The program supports various types of user-defined payment methods including cash, cheque, etc.

Get Unit Price from Price History

Instead of using price list, unit prices for items may be obtained from previous sales records for the customer.

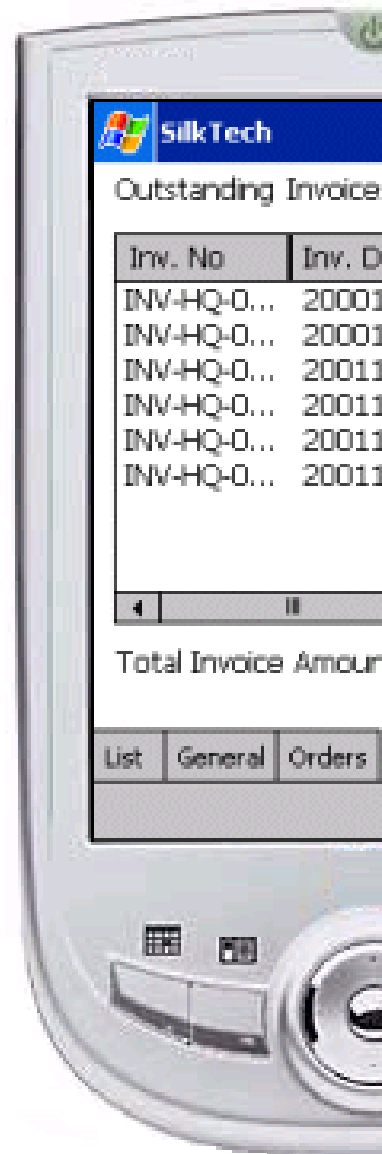
Regular Orders

When entering transactions, items can be quickly selected from regular orders created for the customer, instead of looking through the entire item listing. For added flexibility, you can change the price of items as well as add additional items to orders created from regular orders.

Data Synchronization

Data synchronization keeps information on the handheld device updated. During synchronization, transactions entered into the handheld device are uploaded and merged into the backend database server while information on products, customers, regular orders, etc are downloaded into the handheld device.

biz-e-Motion MobileSales supports synchronization using the cradle as well as through dial-up using mobile phones and modems.



Dial-up Synchronization

Field sales professionals may carry out dial-up synchronization from the field whenever up-to-date information is required. Urgent or non-standard orders may be sent to the HQ for immediate attention using this form of synchronization.

At the end of the business day, field sales professionals can make use of dial-up synchronization to transmit orders received in the day to the HQ without having to rush back to meet the cut-off time for next-day delivery.

Wired Cradle Synchronization

Wired cradle synchronization, a low cost synchronization method may be explored by field sales professionals who visit the office regularly in the course of their sales operations. It is thus suitable for van sales executives who report to HQ to load up their vehicles and submit the previous day's transactions and collections.

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