

## Avon's – Sales Force Automation solution on FLEXWARE™ Platform for Mobile Computing

### Key benefits and Value Propositions:

- ❑ Point of sales capturing on Mobile device and sinking with backend ERP. Dedicated business application for Sales field staff to feed business summary on the move.
- ❑ Enable anytime/anywhere access to key enterprise business critical information and process, increasing productivity, decreasing costs and increasing profitability.
- ❑ Profile based access of business application. Flexware™ takes care and manages any changes to business rules, user templates, and handheld devices version.
- ❑ Flexware™ seamless integration with backend enterprise servers. Handhelds Synchronization achieved through GPRS connectivity.
- ❑ Online and Offline business application on Java enabled mobile devices in shortest possible time without recoding effort to incorporate future changes.
- ❑ Solution power with FLEXWARE middleware for compatibility with any BI/CRM/ ERP's /Legacy systems for greater ROI and Seamless Integration.
- ❑ To Improve productivity and effectiveness of field sales and service representatives.
- ❑ Reduce costs of sales and service by eliminating inefficient paper-based processes.
- ❑ To Improve data quality for forecasting, ordering, performance evaluation and customer for service requests.

### Brief Introduction:

Avon's SFA is a business driven software application solution for Mobile Sales & Service force – People who are always on move. Better & easy adoption to improves the ROI of existing business information flow systems. The demand for business information by Mobile Sales and Service helps organizations accelerate the adoption and ROI of existing CRM solutions by enabling sales professionals to access these systems anywhere, at anytime. By giving sales professionals key business information on their handheld devices, Mobile Sales enables them to become more productive and effective in the field. Mobile Sales also ensures that sales management receives timely, accurate call reporting, which results in improved analytics and better business decisions.

### KEY FEATURES:

- ❑ Increased Adoption & Easy deployment solution
- ❑ Lower Cost of Sales and Service focus on core activities
- ❑ Improved Sales and Service Representatives Effectiveness
- ❑ High Performance and Ease of Use
- ❑ Out-of-the-Box backend and Web Integration
- ❑ Rapid Deployment and Low Total Cost of Ownership

Meeting the challenges of mobile computing by building Flexware™ on top of the J2EE and XML standards, Avon strives to protect your investment, as well as providing a solid foundation for future business-critical applications and third party integration. Flexware™ is device independent and can be implemented on any of the above OS. Mobile device version recognition inbuilt features. Flexware™ Server platform are: - Multi Application Support, Multi Device Support, Platform Independence, Multi Protocol Support - Supports offline (Cable and Internet Synch) and online (GSM, IRDA, Wi-Fi etc) transactions. Interfacing with existing backend Applications (e.g. SAP/BaaN/ORACLE Apps/Legacy system with RDBMS database). Flexible Application Monitoring system through Session Management, System Administrative Interfaces, Device management.

### Technology Overview: -

SFA solution developed on Flexware™ platform is the framework developed on open environment using Java 2 Enterprise Edition (J2EE) technologies & The architecture is built using Jakarta struts a "componentized" approach on a Model-View-Controller (MVC) architecture using an object-oriented methodology. The n-tire architecture divided into three major modules: - Server components are modular using SDK environment with industry standard Application Programming Interfaces (API) for J2EE and SLML (Server Logic Markup Language). The synchronization is possible in the following ways: HTTP based synchronization, Wireless Synchronization on GSM network and using W-LAN. In addition, the architecture supports the creation of custom Application Manager, Data Manager and Data Connector components for each application to handle connectivity, authentication and data formats. Each component has the following API's: Data format API as part of the Data Manager-XML, HTML. The design of the core architecture encourages requirements to be broken down correctly, separating the core application functionality from the presentation logic.

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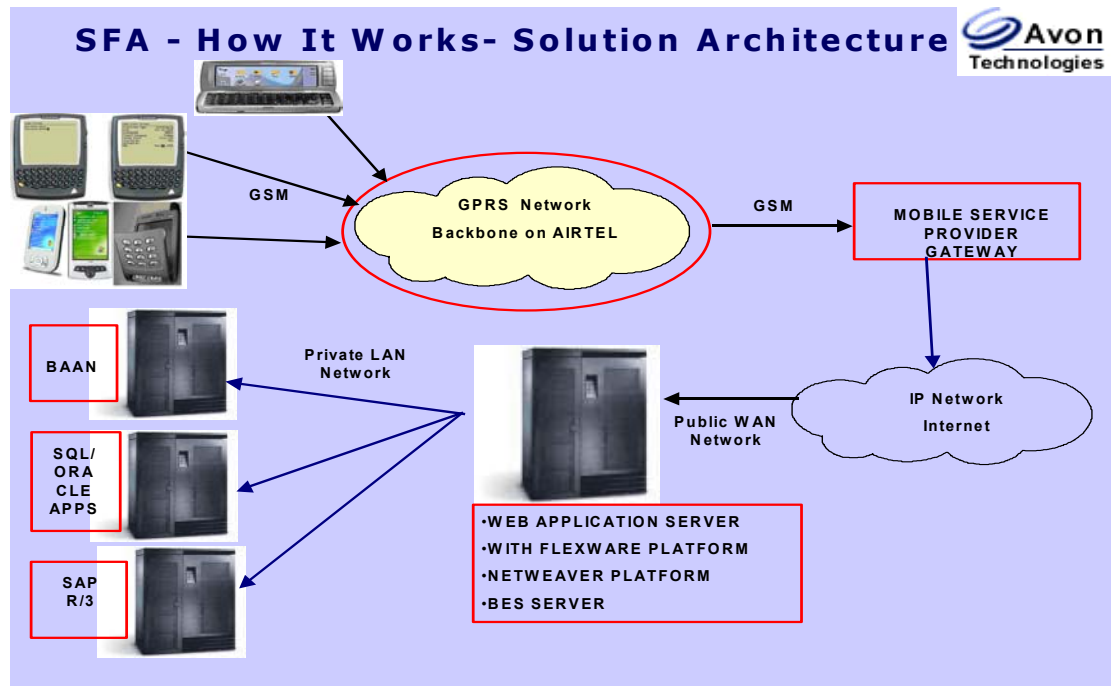
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SFA Mobile Computing – Solution Architectural



Corporates already deployed the SFA solution on the same Flexware platform acceptance in Vertical Sectors: -

- **Engineering & Manufacturing Sector –**
  - Apollo Tyres limited,
  - Tata Refractories Limited,
  - Marino Panel & products Limited,
  - Pesticides Industries India Limited.
- **FMCG Sector – Agrotech limited**
- **Telcom Sector – Bharti Airtel Limited**
- **Utility Sector – Gati limited**
- **Media Sector – Danik Jagran Prakashan Limited**

Flexware™ platform already established the credibility by solving and benefiting the corporates in managing their critical business related issues integrating with various Enterprise backend systems on wide range of Nokia, Blackberry, Sony-Ericsson, Motorola and other major smart phones devices. Making it business value driven solution platform with proven robust technology product from Avon Technologies.

Some of the common business functionalities covered by SFA solution are:

- Sales order from feed to the ERP system
- Inventory/position for Available to promise (ATP)
- Daily business summary report
- Updates on product price and sales promotion schemes
- Account receivable and Account payable status verification
- Tour plan updates and personnel HR applications
- Plant delivery and dispatch information to business partners

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## **FACTS AT A GLANCE**

### **1. Mobilizes all key sales and corporate resources**

- Configurable Data Connector for any industry standard enterprise backend database package.
- Web Interface portal
- Configurable Data Connector for ERP, CRM & legacy systems

### **2. High performance**

- Smart client architecture for fast on-device performance with large data sets
- Patented, State-of-the-art synchronization technology for fast, reliable synchronization

### **3. Handheld optimized**

- Effective use of small screens for user friendly GUI
- Engineered exclusively for handheld devices
- Blackberry RIM OS, Symbian OS / Palm OS, Linux based and Win CE Pocket PC supported devices
- Accessible via GSM /GPRS Wireless and land cradle synchronization

### **4. Fully configurable and customizable**

- Configurable to any Workflow system
- Highly customizable through SDK Rapid deployment & low TCO
- Configuration Application & Business rule engine Service Manager
- Administrative Console

## **SYSTEMS REQUIREMENTS FOR AVON'S HANDHELD SFA SOLUTION**

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### **Footage required at Server:**

- Pentium 2 GHz or more
- 1 GB RAM
- 24 GB HDD space (for Windows 2000 or 2003 server)
- 65 MB HDD space for Mobile Sales
- 120 MB HDD space for Java Based Web Server - Tomcat
- Linux 7.x or above/ Sun Solaris/ HP UX/ Windows 2000 Server/Advanced Server or Windows 2003 Server
- Industry Standard backend database systems (Oracle 8i or above/ MS SQL 2000 or above)

### **Handheld Client assess devices can be:**

- Palm OS based devices
- Win CE based devices – Smart phones & IPAQ devices
- Blackberry OS based devices
- Symbian OS Devices – Nokia & Sony Ericsson Motorola devices
- Linux OS based Devices
- Pocket PC 2000 based devices

Nokia and BlackBerry device – An Enhance Business Application on Flexware

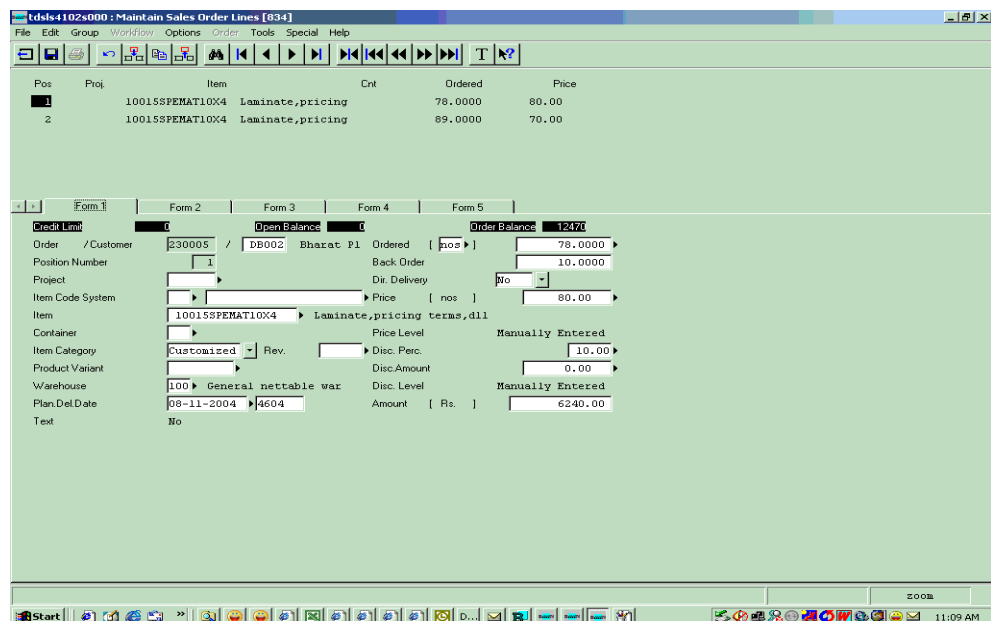


Sales Order Report on

- Mobile device client data published on the Web from application native database for immediate cross verification (Screenshots).
- Automated Sales Order insertion of the sales data in backend Enterprise ERP SAP or BAAN ERP System without human intervention

Sales Order Header Report

Header Code	Transaction Type	Order Date	Customer	Product Category	Price List Ho	Contract Ho	EDD
1	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
2	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
3	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
4	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
5	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
6	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
7	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
8	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
9	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
10	SalesOrder	22.03/2005	DA001 Art Lam	Laminate	DL2	-	22.04/2005
11	SalesOrder	22.03/2005	DC001 Capital Plywoods	Laminate	RJ1	-	30.04/2005
12	SalesOrder	22.03/2005	DC001 Capital Plywoods	Laminate	RJ2	-	22.03/2005
13	SalesOrder	22.03/2005	DB001	Laminate	DL1	-	22.03/2005
14	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
15	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
16	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
17	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
18	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
19	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
20	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
21	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
22	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
23	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
24	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
25	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
26	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005
27	SalesOrder	23.03/2005	DA001 Art Lam	Laminate	DL1	-	23.03/2005
28	SalesOrder	23.03/2005	DB001	Laminate	DL1	-	23.03/2005



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