

Shell India – Distributor Management Solution Case Study

About Shell

Shell India Marketing Pvt Ltd ('Shell') is a part of the global Shell Group. Besides being a major manufacturer and supplier of crude products, chemicals and technology, Shell has key interests in lubricants, bitumen and LPG. It has more than 1500 distributors and dealers across India.

For its lubricants business, Shell was desirous of setting up a Distributor Management Solution to streamline its Distribution chain and to obtain the huge value that a good DMS would get to the company.

Existing Scenario

All Distributors were either working on separate software (essentially for accounting) or were in an un-computerised environment.

- When Distributors worked on different software, there was no commonality which was essential in managing distributors centrally.
- This resulted in disjointed data which would not easily get consolidated when required.
- Critical data required for good Distributor management was not available. This included: inventory with distributors; product movement; promotions tracking; performance evaluation; etc.
- Loyalty Scheme operations were computed manually and this took very long.
- The data was available only on monthly basis, with a time lag, and not when required.

To overcome the pain areas, and prepare for fast growth, Shell chose to implement a standard software solution across all the distributors and a web-based server to consolidate data.

Software Chosen

Shell chose Wings DMS to automate the distributor systems. The solution consists of two applications: Wings S&D (the server software) and Wings Trade (the distributor software). It chose Wings because of three reasons:

- A careful evaluation was done of all existing software available in the market and Wings DMS was found to be most comprehensive and suitable

- The past experience of Wings software being implemented with other companies gave comfort of a feasible solution
- Strong implementation and support team spread across India gave comfort of pan-India implementation.

Implementation

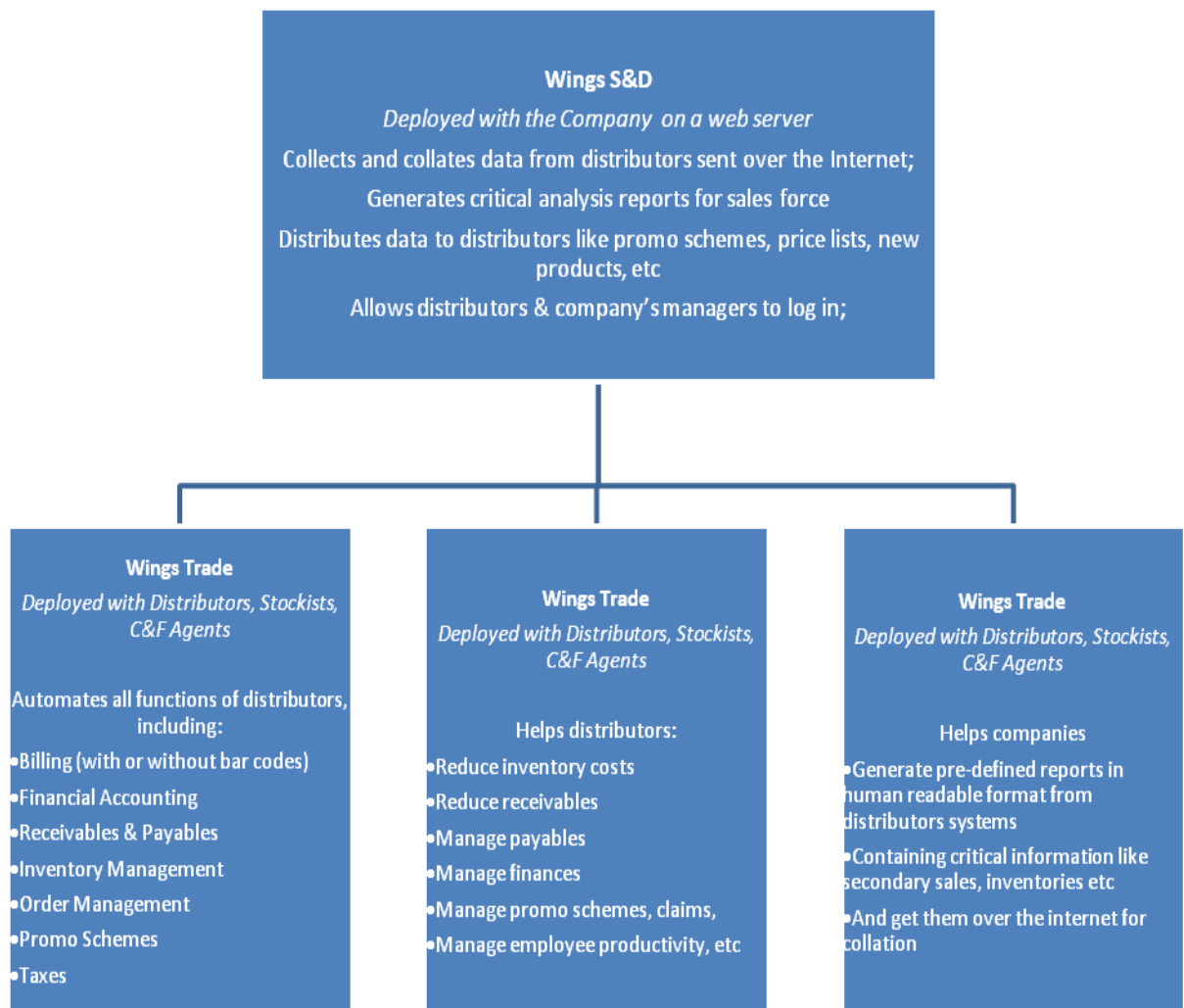
Wings S&D is hosted on a web server and Wings Trade with all distributors.

This resulted in setting up of an offline system, where the distributors synchronise their systems with Wings S&D every evening on the internet.

Wings Trade is implemented with over 170 distributors across India as of March 2009.

Overview

A top view of the solution is below.



Value

The Company has derived huge value by deployment of Wings DMS. The major benefits include:

- Wings S&D is a web-based aggregate of all distributors' essential data. Managers of Shell access the system on the internet and get analysis relevant to their own territories directly from the system.
- Management is able to track all secondary sales data centrally, take instant consolidated reports for any branch, any sales hierarchy, any distributor or the entire country.
- Management is able to track inventory available at distributor points.
- It is easy for the Company to implement promotion or loyalty schemes with some or all the distributors centrally and instantly.
- All promotions are tracked centrally and information is available instantly.
- Key data from distributors which helps the Company in better management is now available. This includes purchases, sales, receivables, inventories, promotions, loyalty, productivity etc.
- The distributors' operations are managed locally and centrally. Each distributor is given a user code to upload the data from Wings Trade to Wings S&D at the end of the day. The rest of the software is not accessible to the Distributor when he logs in.
- The entire system works on inexpensive dialup or broadband connections in an offline mode.
- Operations are now fully automated. Wings S&D takes care of updating new product masters, price revisions, promotion schemes and loyalty points at the distributor end working on Wings Trade and collating the data received from the distributors to generate analytical reports required.
- Generating Salesman Target versus Achievement, Productivity reports etc is now done easily
- The managers at Shell are able to obtain over 35 reports about distributors' data from Wings S&D.
- The distributors themselves are able to obtain over 175 reports from Wings Trade.
- Complete Outlet Masters along with classification are now available.
- Maintenance of Outlet Universe is now possible.
- Details of churn outlets, new outlets, regular outlets and monthly billed outlets give a unique insight

- Wings S&D now makes it possible for Shell to collate loyalty points and dispense claims quickly which earlier took months.

Implementation and Support

Wings Consultants implement Wings Trade with distributors in 2 days. This includes installation, training, data importing, and Go Live.

Support is offered to users online, over the internet. This results in quick resolution of issues, hand holding etc.

The software itself is robust and works well in all situations without difficulty. This is important in a distributed environment like this.

Shell has found that this process works fine and smoothly.

Shell Comments

This is what Mr Sudeep Kolte, of Shell India Marketing Pvt Ltd, has to say about the Wings DMS: “ Wings has been the biggest initiative for Shell over the last 12 months. The system took almost 6 months to get traction in majority of our channel partners. The data is of value to all stakeholders channel partners, sales, marketing or the management team.”