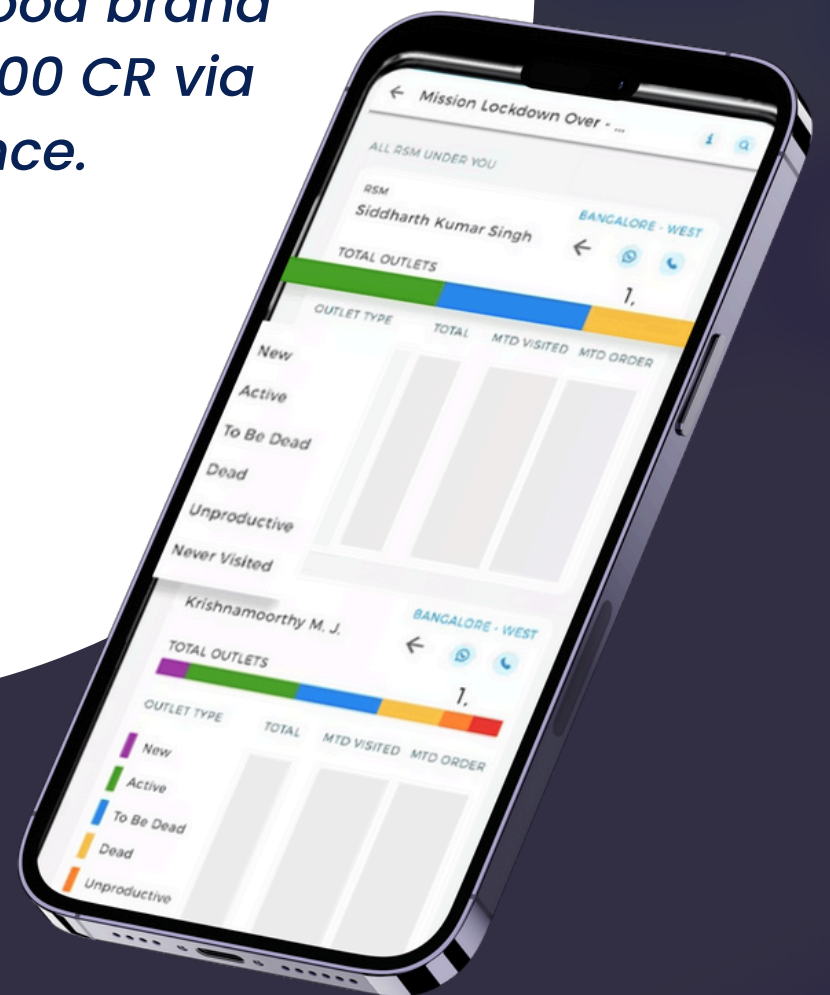


# *Veeba* conquered the market with **FieldAssist DMS**

See how a fast-growing food brand  
is expected to surpass 1000 CR via  
distribution excellence.



# The Problem

Veeba, which has been using our SFA app, wants to make their distributor network better. Its old system (DMS) wasn't used properly in every area, and many parts of the network were not covered.

They faced many challenges such as:



## **Demand Fulfillment Visibility**

The lack of real-time data and analytics impacted decision making.



## **Claim Delays**

This led to frustration amongst distributors and loss of liquidity.



## **Returns Management**

This happened due to a lack of centralized digitized system

# The FA DMS Impact

Onboarding FieldAssist DMS brought immediate advantages, which the brand experienced from day one, such as:

Product Id	Exp Status	Product ERP ID
5821611		FDPAG1810002000
5821663		FDPSC1100200320
5821673		FDPST0101000500
5821676		FDPST0450002000
5821706		FDSQY0907501200
5821728		FDSWL1201000960
5821740		FDSWM4110001800
5821690		FDRTA0201800612
5821184		FDFIC6801560374
5821451		FDNMD4700220528
5821451		FDNMD4700220528
5821565		FDNMG1901501200
5821661		FDPSC1000200198
5821391		FDNMD0102001200



## Visibility over Market Demand

The team can now access detailed analytics reports and predictive forecast with accurate data flow.

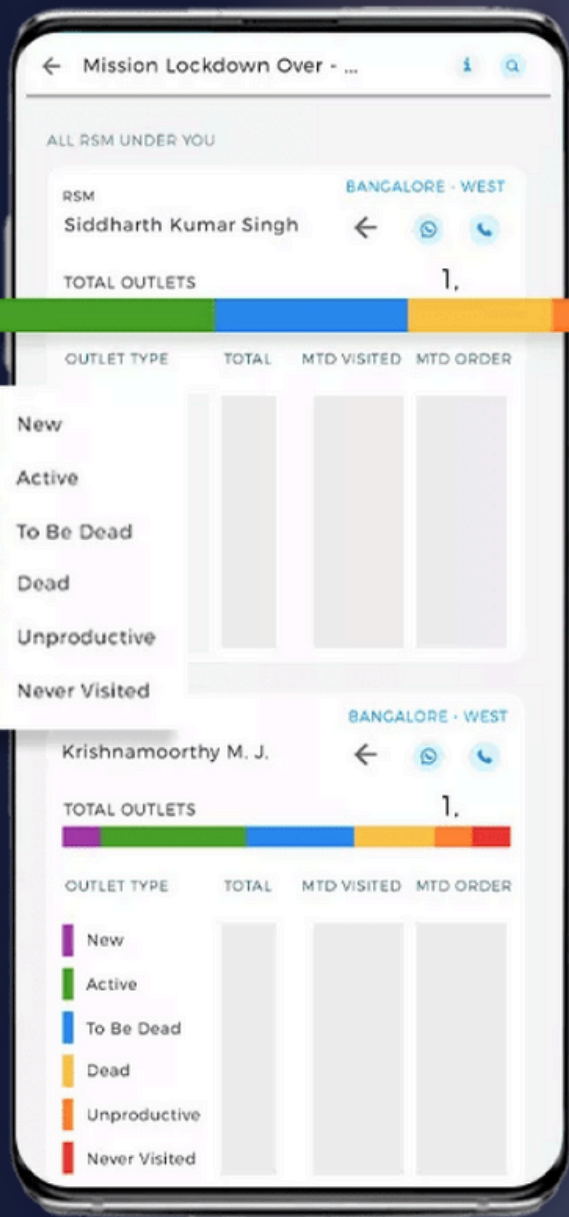


## Quick Claim Settlement

With fast, genuine claims, distributors enjoyed steady cash flow and capital rotation.



# The FA DMS Impact



## Returns management

Veeba was able to lessen product returns & increase financial returns with better inventory control



## Integration with MS Navision

FA DMS connected with MS NAV, linking primary sales with ERP, which ensured seamless data flow



## Hypercare support & adoption

24x7 support resulted in a smooth transition from old DMS to new one; resulting in faster adoption

# The Outcome

**15% ↓**

Reduction in Return Rates



From 2 month to 15 days  
Claim Processing

**300+**

Distributors in 6 months,  
Accounting 80% of Business



20–30 hr Reduction in Primary  
Offtake Fulfillment Time



# Sales *Simplified*, Distribution *Amplified*.

Experience a smarter way to grow your business with FieldAssist

INDIA | INDONESIA | MALAYSIA | PHILIPPINES | THAILAND | MIDDLE EAST | AFRICA