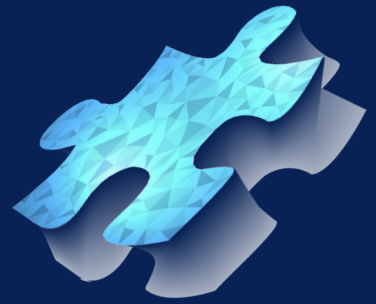
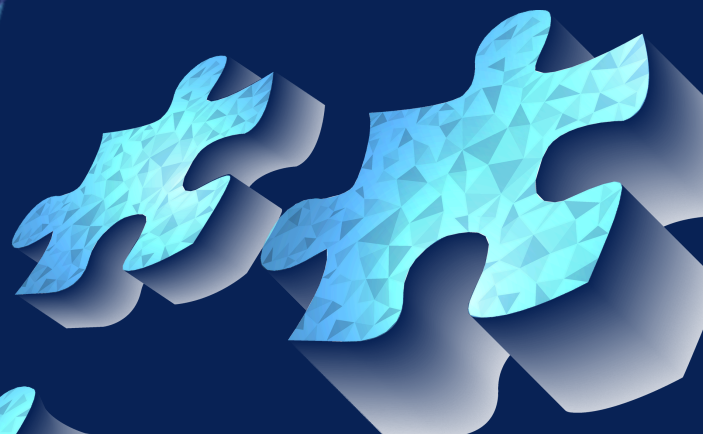
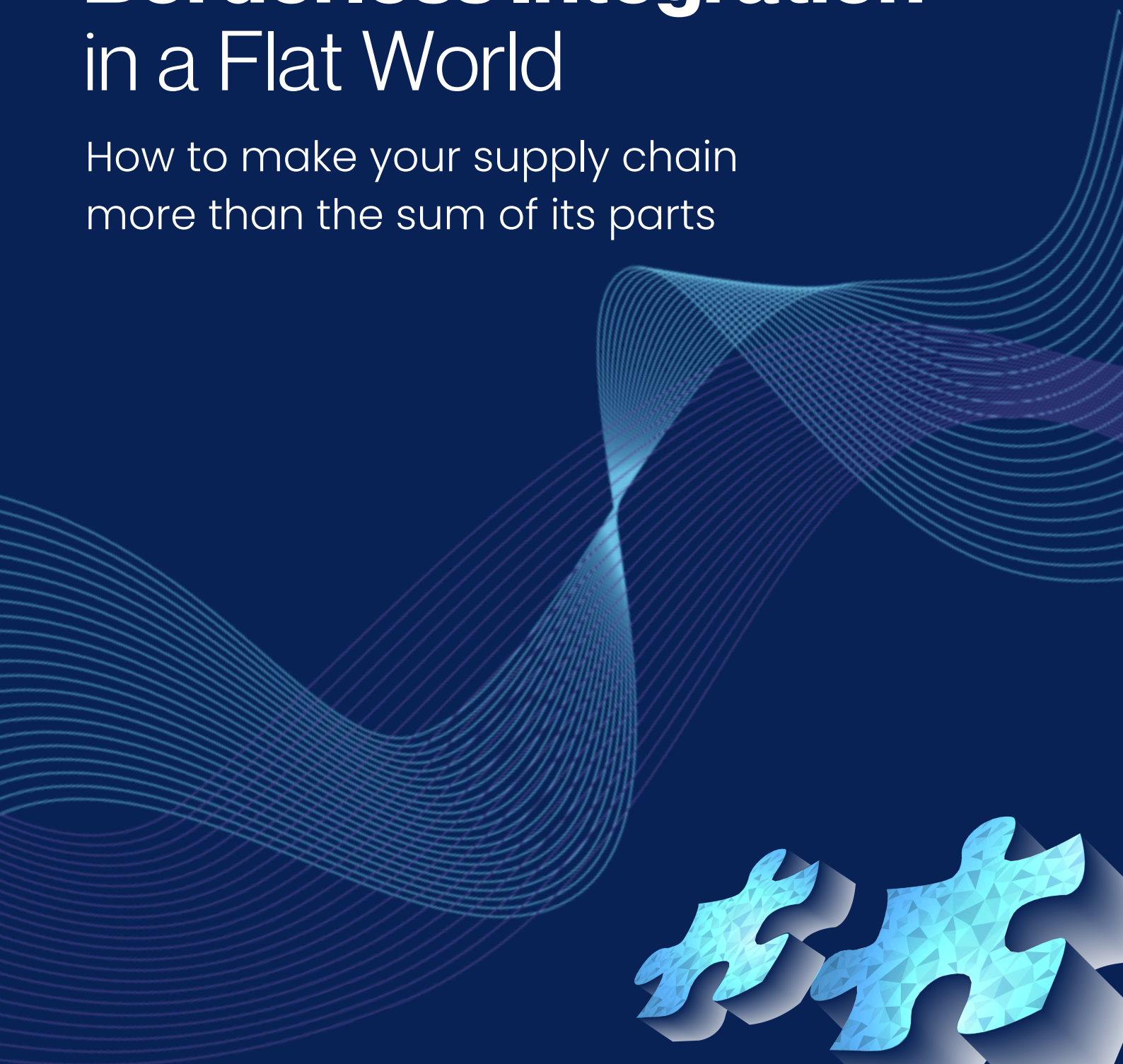




Borderless Integration in a Flat World

How to make your supply chain
more than the sum of its parts



Connect Your Business Ecosystem Seamlessly

FieldAssist Integration Services (FAIS) is a revolutionary platform that simplifies B2B SaaS integrations across industries, enabling seamless connectivity with any ERP, DMS, or CRM system.

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Why Integration?

The world is flat, it is often said. The software world and your enterprise stack are – or should be – even flatter.

No software solution today is an island, and nobody can expect to survive in a vacuum. Indeed, as the world has become more interconnected, so has your IT stack.

They say the greatest SaaS products are those that can be easily integrated with others. In today's flat, interconnected world, it is absolutely essential that any enterprise solution be integration-friendly, and can easily work with other solutions. Solutions that can seamlessly transfer data amongst each other make for a scalable and robust enterprise product stack.

Every system today needs to “talk” to other systems. The complex nature of business cases today require one software to use or “call” the functionality of another. Two or more software solutions work together to create integrated functionality and a comprehensive IT stack. This typically involves a handover, in which one software “hands over” control and data to another.

Two common examples would be:

~If users click on a file in a web page, it opens directly in a local application or in the browser itself. For example, if you click on the link to a PDF file, the actual file itself opens in a new tab.

Users can log in to a web application automatically, without entering any login credentials. The process is seamless: if you are logged in to your computer, you are automatically logged in to the application; you don't need to log in again.

Benefits of integration

From the perspective of end users, there are two main benefits of software integration:



Case 1

It saves time and effort

It saves time and effort: Integrating different software solutions to work together saves time and energy of users. In the above examples, a significant amount of time was saved compared to doing the tasks manually.



Case 2

It makes work smoother and more automated

It makes work smoother and more automated: Software integration automates processes that were earlier done manually by users. It creates less interruptions in work and makes business workflows smoother and more seamless.

Challenges of integration

Integration requires effort, consistency, and a commitment to the concept. Inefficient APIs waste time and effort, not to mention directly affect your business needs. Consider the common challenges in API Integration:

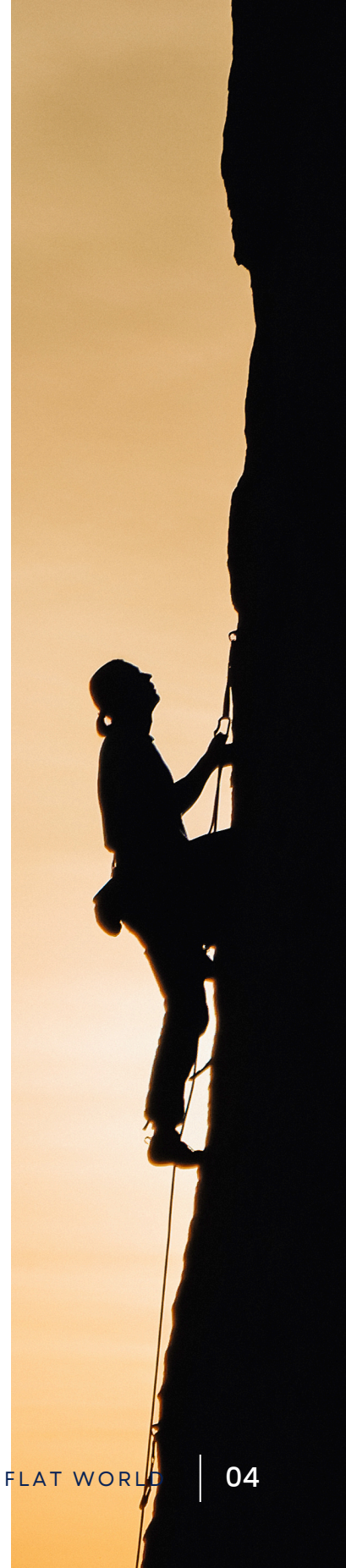
Lack of generic, one-size-fits-all integration capabilities:

Bespoke integration is, unfortunately, fairly common across the industry. Connectors or middleware made for a specific product (or use case) have limited use elsewhere. After considerable time and resources are channeled into the project, the code cannot be replicated for another. The same effort then needs to be repeated again for the next integration project, and then again for the next one, and so on.

Increased costs and wasted time: Doing the same work over and over – either for multiple clients or multiple products (and often both) – creates ballooning costs and a significant drain on resources. Outsourcing the project brings its own set of hurdles, from the hassle of training and onboarding external vendors to managing and hand-holding them.

Lack of knowledge about the target product: Software OEMs may lack technical knowhow about the product they're integrating with. The learning curve for unfamiliar products can be steep. APIs may not always be available, and if they are, they may not be documented well enough (the lack of well-written API documentation is a notorious problem in the industry). Even basic tasks such as fetching data can seem herculean. Consequently, a lot of unnecessary time is wasted in the endless back and forth between developers of the two sides, merely to understand how the other's APIs work.

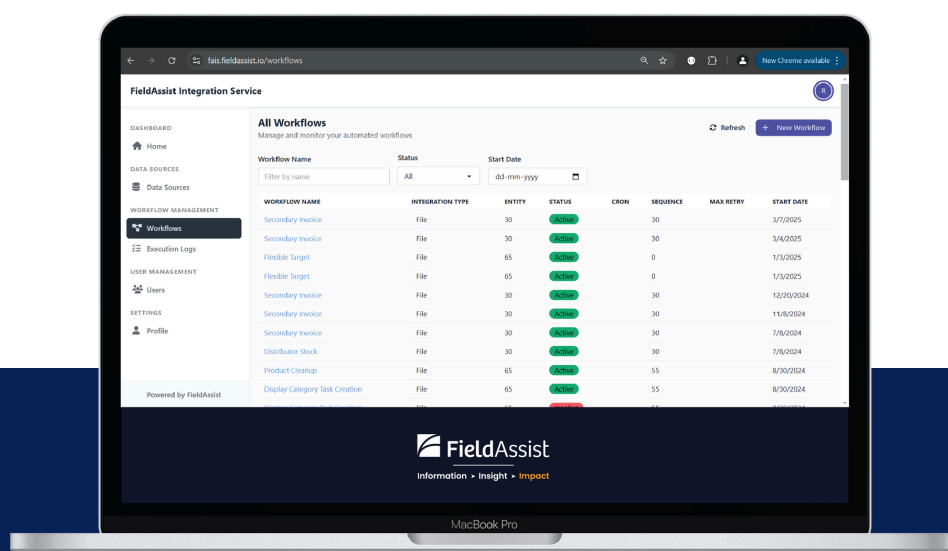
Data Security and Integrity: Data is often shared between different systems as part of integration. This can be proprietary data as well as customer data or PII (Personally Identifiable Information). Such data is supposed to be governed by strict data security and access control rules. Poorly designed integration components and incorrect configuration may impact data integrity and user privacy. Not doing integration right could even cause legal problems.



Integration for Supply Chain Automation systems

Retail Sales Force Automation tools such as Sales Force Automation (SFA) and Distributor Management Systems (DMS) face a unique set of challenges while integrating with other systems. The space is a specific subset of Supply Chain Management that deals with hundreds of distributors and thousands of retailers across multiple countries. The complexity and scale of the data, and the digitized supply chain can work smoothly only if all its digital elements work together in tandem.

Before the era of automation, CPG companies used to run their supply chain using a combination of a) pen and paper and b) trust. There was of course no visibility over what happened to a product after it left the distributor. For example, there was no reliable, fool-proof method to authenticate claims.



Consider just two examples of how a DMS integrated with other systems can make life remarkably easy for distributors and retailers:

A DMS can integrate directly with the brand's ERP software. This means that all information that distributors enter into the DMS will appear in the brand's ERP system. If this direct integration, or "handover" of data, between the two systems was not available, users would need to download the information from the DMS system, and upload the file to the ERP system. Or manually replicate the same details in the two systems separately.

A DMS can also integrate with an accounting or billing system. For example, it can directly generate invoices based on data in the external system (such as Tally), and can fetch invoices from the external system, without any manual input.

The Platformization of Integration Capability

Applications do not exist in a vacuum. They need to coordinate with each other, use each other's capabilities, and share data. However, each application is different, with different architectures and requirements.

In an increasingly flat world, the only solution to this problem is to make software integration:

a) make it a generic platform, and then **b)** offer it as a service

In other words, it is imperative to treat software integration just like software as a whole.

1. Cloud-based integration:

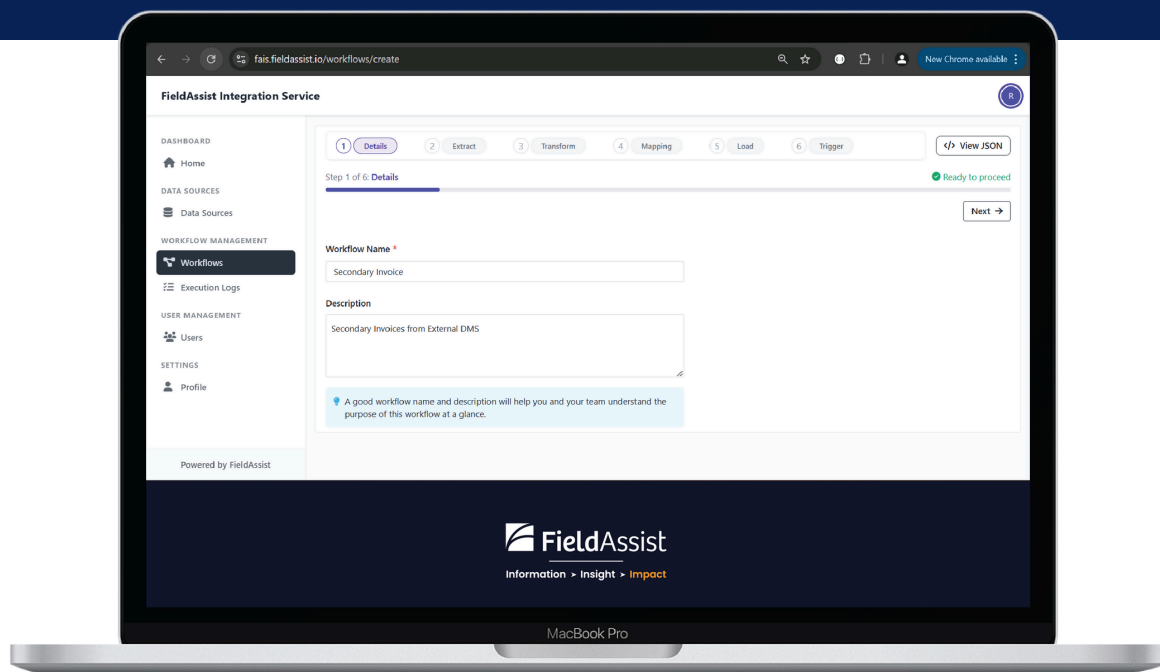
By definition, the service should be deployed and accessible on the cloud and accessible as a service.

2. Product functionality:

Ready, pre-built connectors should be available for third parties to plug into. These can either be for specific product functions or the extraction of data.

3. No coding required:

A user interface should be available for configuration and no software development should be required.



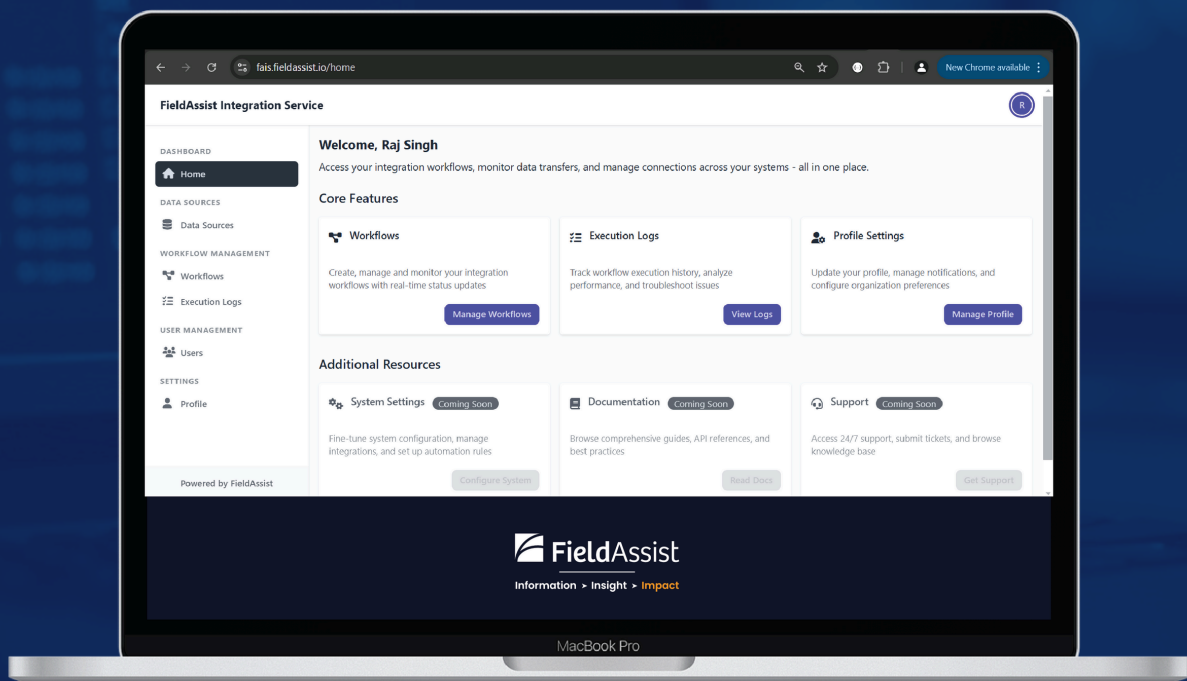
Such a solution, known as Integration Platform as a Service or iPaaS, makes possible the integration of any software with any other. In essence, a data transformation layer is introduced between two solutions, which their respective APIs can plug into.

iPaaS essentially takes care of the connector or “middleware” problem. It speeds up data flows between different components of a supply chain. Thus, the two solutions can share data seamlessly and utilize each other's functionality – all without a single line of code being written.

The FieldAssist Solution

iPaaS by FieldAssist or FieldAssist Integration Services (FAIS) is a revolutionary platform that simplifies B2B SaaS integrations across industries. The platform empowers brands to effortlessly create and manage integrations with any software system without any technical dependencies, enabling seamless connectivity and enhanced efficiency in their business operations.

FAIS is specifically engineered for complex vertical SaaS integrations, making it ideally suited for specialized scenarios within specific industries. This focus allows for deeper functionality and more tailored solutions in vertical markets, a niche that generic iPaaS solutions, which cater to broader, horizontal integrations, often overlook. While custom integration processes also handle complex cases, they require extensive time and resources for coding, making them less agile compared to the FAIS streamlined platform.



Using FieldAssist iPaaS, FieldAssist software can be integrated with solutions as varied as ERP or HRMS tools. BI software can fetch data from SFA or DMS for specialized analytics and reporting. FieldAssist iPaaS makes managing these integrations simpler and more efficient. Changes can be made (and more importantly, tested) without requiring any programming knowledge.



Key Features

Significant Time Savings

The FAIS platform revolutionizes the integration process by reducing the time needed for development and user acceptance testing by around 60-80%. This streamlines operations and allows businesses to focus on core functions rather than on lengthy technical implementations.

User-Friendly Configuration

Designed with a plug-and-play approach and a user-friendly interface, FAIS empowers individuals with little or no coding expertise to easily configure and manage integrations. This accessibility eliminates the need for frequent, complex discussions and dependencies on IT teams for custom integrations, thereby boosting the operational efficiency of both sales and IT departments.



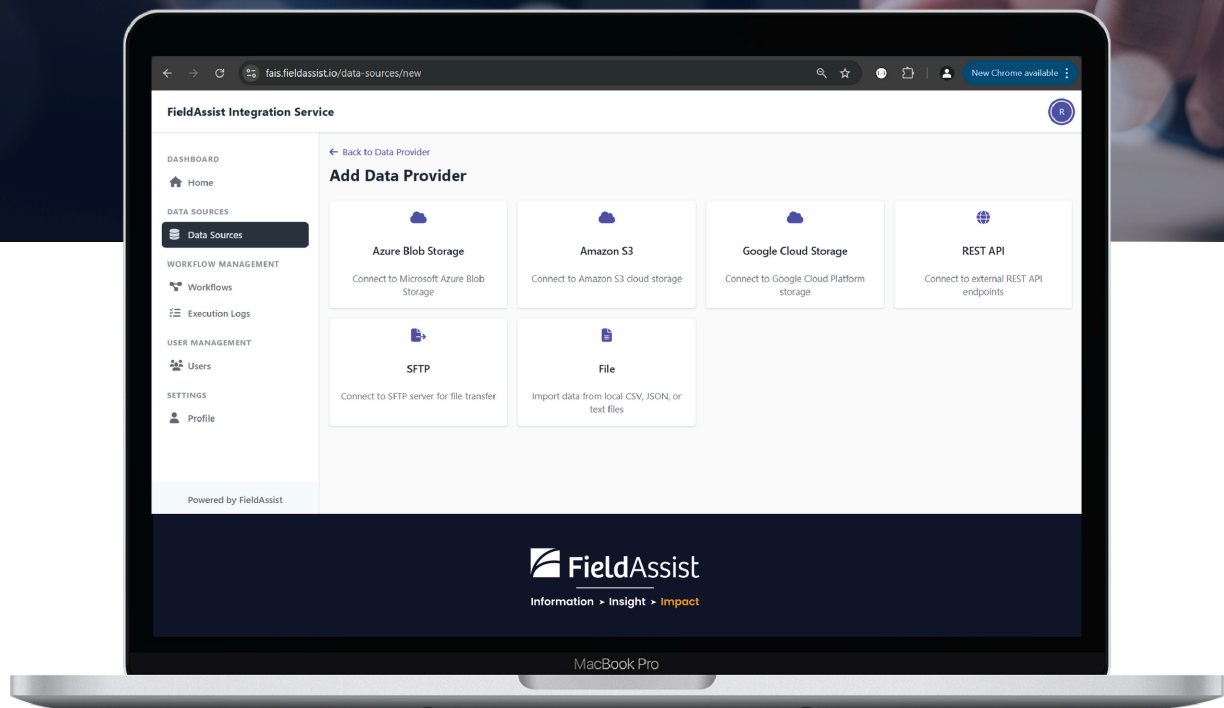
Smart and Transparent Monitoring

FAIS includes a sophisticated logging and monitoring system that enhances visibility into the integration process. Users can easily access and review detailed execution logs through a self-explanatory and user-friendly portal interface, simplifying the task of monitoring integrations and quickly identifying and resolving any issues that arise. This feature not only increases the efficiency of the integration process but also ensures higher reliability and smoother operations.

FAIS also offers exceptional transparency with its advanced logging capabilities, providing users with clear visibility of the integration process and the ability to track each execution step easily. This feature is crucial for efficient troubleshooting and maintaining operational integrity. Many other iPaaS tools offer only rudimentary logging services with little detail, depth, or clarity. This is especially critical for custom integrations, which typically involve developing logging mechanisms from scratch, which can be both time-consuming and costly.

No programming knowledge required

Custom coding for integrations demands a significant level of technical expertise and understanding of underlying technologies, which can be a barrier for many businesses. FAIS, in contrast, simplifies the technical landscape. It is designed for users with minimal technical background, enabling them to manage and execute complex integrations with ease. This opens up the power of advanced integrations to a broader audience, reducing reliance on specialized IT staff and lowering the threshold for adopting powerful tech solutions.



Simple pricing model

FAIS stands out with its clear and cost-effective pricing structure, which contrasts sharply with other iPaaS solutions that often charge based on the number of workflows executed or use a credit system. This can make budgeting unpredictable. Custom integration projects typically incur costs on a person-day basis, which can add up quickly depending on the complexity and duration of the project. FAIS offers a more predictable and budget-friendly alternative.



Business Use Cases

FAIS is being successfully deployed across the globe by companies of various sizes across industries. A few successful use cases are as follows:

FieldAssist DMS Integration with SAP

For a large multinational consumer product company headquartered in the US, FieldAssist iPaaS was able to achieve robust, scalable integration between SAP ERP and FieldAssist DMS within 25 days (a process that typically takes 90 days, with custom middleware needed to be developed). The following SAP master data were integrated with DMS:

- Orders & Invoices
- Product Master
- Sales Employee Master
- Distributor/Customer Master
- Sales Geography Master
- Task Master
- Trade Promotions
- Pricing & Inventory Master



Claims Integration

When a primary invoice is created in SAP, FieldAssist iPaaS ensures that it is automatically reflected in FieldAssist DMS. Distributors can view the invoice in DMS. In this manner, product pricing can be fetched by DMS and is available to distributors in real time.

Invoice Integration

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FieldAssist SFA Integration with other DMS

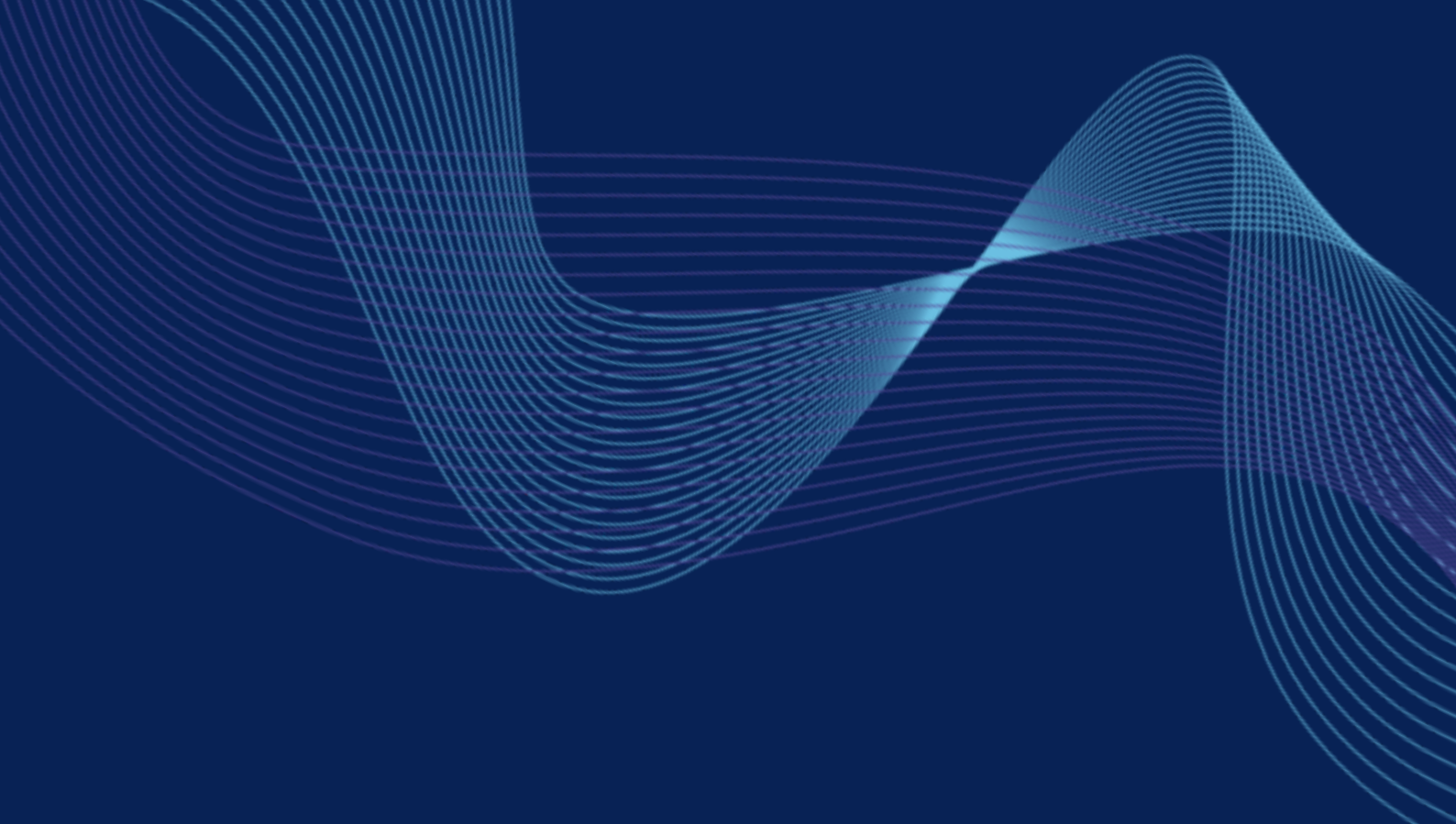
FAIS can also be used to integrate FieldAssist SFA with other DMS solutions. For example, for the Indonesia operations of a large multinational confectionery and chewing gum manufacturer, FieldAssist iPaaS was used to integrate FieldAssist SFA with NexSoft ND6 and FlexNote DMS. The Secondary Invoice master and Distributor Stock master from these systems is now available to FieldAssist SFA. The entire integration process took merely one day to configure, test, and publish.

A Platform for your Future



FAIS is a comprehensive solution that is fully cloud based and requires zero programming knowledge and no deployment. With its intuitive UI and ease of use, even non-technical staff can quickly get up to speed. It can achieve data integration and functional integration with equal ease.

Better integration means increased efficiency of operations and higher user productivity. Nimble brands are more equipped to respond to consumer needs and market fluctuations. In an industry that is experiencing rapid dynamism and transformational change, FAIS can provide brands with the agility and efficiency they need to unlock the next level of growth.



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