

M.M. ISPAHANI LIMITED

Order collection system through Mobile

Mobilizing its Supply Chain Management

The End Customer

The Ispahani Group is a pioneer in many fields and remains one of the most successful and respected business houses in Bangladesh. It is the largest Tea trading company in the country and dominates the domestic Tea market, capturing approximately 50% of the national branded Tea market and 80% of the branded Tea-Bag market. Ispahani Tea is renowned all over Bangladesh and its best selling brands such as 'Mirzapore Best Leaf' and 'Mirzapore Double Chamber Tea Bags' are household names. The company has an unrivalled distribution network of over 300 sales centres under 12 zonal offices in Chittagong, Dhaka, Dhaka North, Bogra, Barisal, Comilla, Khulna, Kushtia, Mymensingh, Rangpur, Dinajpur and Sylhet. It also owns four of the finest Tea gardens in Bangladesh: Ghazipore, Mirzapore, Zarreen and Neptune, all of which are equipped with state-of-the-art Tea Manufacturing Plant equipped with highly updated machineries and skilled human resources.

With Corporate offices in Chittagong, Dhaka and Khulna, where from its Tea, Textile, Jute, Property, Poultry and Shipping divisions, the Group employs approximately 12,000 people.

Today, after decades of business in South Asia, the Ispahani Group is still dedicated to provide high quality goods and services as well as having a positive impact on the community at large.

The Business Challenge

Being the largest Tea trading Manufacturers Company of the country, the company has to maintain nationwide distribution channel with a large number of its own sales forces. It has a wide range of field forces circulated all around the country. The scenario from the initial stage of receiving nationwide sales information and stock status on daily basis was done completely on manual process through phone calls and faxes apart from sending data through postal services. The company was on the plan for a solution that could bring their entire sales channel in a uniformity shape to receive nationwide sales data reporting centrally to the Head Office before the day end. The challenges were:

- Collection of data nationwide without adding major new infrastructure set-up

- Literacy among the sales force in term of data entry
- The number of transaction per sales force are relatively higher
- Automatic updates in their central database

The objectives of automation were:

- Bringing uniformity in the sales reporting of sales
- Prompt data update in the sales system to take decision on more recent data
- Analyzing based on different dimension like, sales force, distributors, stock or SKU
- Better monitoring of the sales force

The Solution

Business X-Press Solution is a GPRS (Global Packet Radio System) based flexible management tool especially designed to help enterprises in enhancing their field-based business operations while integrating it directly with Organization's back-office applications Like - confirming, collecting or requesting orders of products and services that can be done easily now from anywhere via your mobile phone or handholds just by scrolling, selecting & sending it to the Organization's Central Server, since the entire '**Business Process Application**' or '**Order Management System**' will be installed in the respective mobile phones of the Organization's concerning persons.

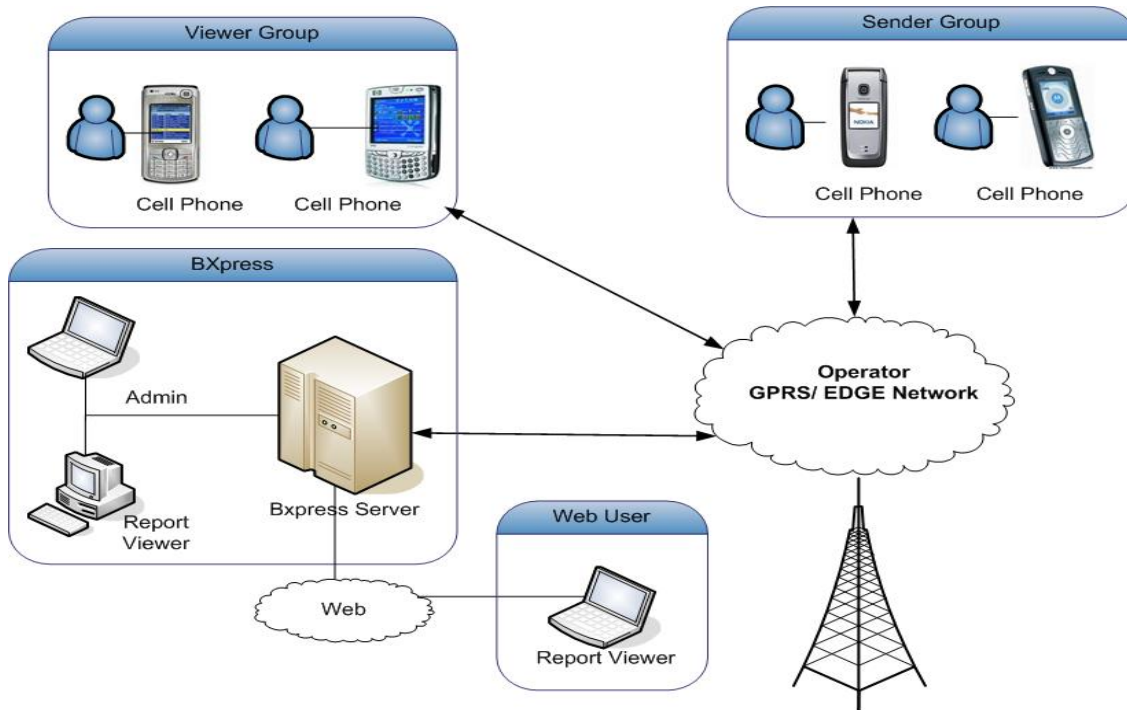
Considering the challenges and objectives, **Business Automation Ltd** - proposed a solution based on '**Business X-Press**' framework to **M.M. Ispahani**, where all data transaction would be done through GPRS platform from all Cellular networks. **Business X-Press** is a framework based on open environment Java 2 Enterprise Edition (J2EE) and Java 2 Micro Edition (J2ME). The System comprises of two parts - Server part and Client part. Server side uses any industry standard backend database as per the organization and conveniences. Synchronization between Client and Server has been done using mobile network by HTTP based synchronization-chain using XML format. Strong data encryption and decryption techniques have been used to avoid any sorts of mishaps.

Application at Mobile/PDA Phone: J2ME has been used as platform as it is open standard and most of the mobile phone OS are compatible with this platform. The application sends data to the server using HTTP protocol in XML format (i.e. WML). It also use confirmation signal to ensure that data is correctly sent or

received. Application consists of four Layers: (1) Gateway Application Layer, (2) The Encryption - Decryption (High-Profile Security) Layer, (3) The Authentication Layer & (4) Finally, The Execution Layer. Gateway send and receive data then pass this data to the encrypt/decrypt layer, this layer crosschecks & does the necessary job and finally send the confirmation to the user.

Server Side: Server side is divided in two parts, where one is 'Application Server' part & another is 'Database Server' part. The Application Server receives data through a 'Gateway Application' to avoid any sort of unauthorized access. The Gateway Application passes data to the data manipulation layer for necessary encryption and decryption process, basically to cross check data authenticity and if the data is authentic it instantly sends a confirmation packet to the remote device in securing that the send data is appropriate. There are reporting options with multiple searching parameters, especially designed for the Management to easily generate instant vital reports initialized with absolute recent data in ultimately helping to make any sort of required or instant decisions concerning market stipulations.

System Architecture (Diagram):



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The Value Propositions

The solution from **Business Automation** has resulted positive impact in M.M. Ispahani's entire Supply Chain Management and overall nationwide sales activities. The major impacts are: -

Case Study

- Receiving nationwide orders by the Distributors on daily basis on the central location on much faster and accurate process. This has improved Ispahani's management in their supply chain planning.
- Real time order by distributors is saving maximum time to process orders or carry forward requests; and in business - Time = Money
- Least investment in infrastructure and training as mobile phones are familiar to the field forces
- Sales managers can see the route movement of sales representatives on today's operation, making their field force much active in their sales calls in retail market.
- Least operation cost per month as the data transaction cost over GPRS is minimum and server processes data automatically, requires less HR time for system management.
- Confirm data sending by the users or field forces without any errors for instant automatic alerts and reminders. So no chance of data missing or user's irresponsibility or mistakes.
- Sending and receiving data is very easier for the field- forces or DIC from their handsets.
- High Profile Secured Password protection module.
- Restricted Administrative access
- Can easily view reports on web.

For further query, please contact with:



Business Automation Lt

BDBL Bhaban, (9th Floor),
12, Kawran Bazar, Dhaka-1215, Bangladesh
Phone: 9134510-1, Fax: 9143656
E-mail: sales@batworld.com,
URL: www.batworld.com