



# RETAIL SOLUTIONS

CENTEGY TECHNOLOGIES FZC

YOUR STRATEGIC PARTNER IN RETAIL & DISTRIBUTION INDUSTRY

Why companies choose

# CENTEGY RETAIL SOLUTION

## 30 Years Of Industry Experience



Over 30 years of technology, research & development experience in the industry.

## Business Knowledge Expertise



Operates in Consumer Goods, Pharmaceuticals, Oil & Gas Sector, Food Solutions, Confectionery, Dairy Industry & Ice Cream Trade.

## International Market Presence



Proven track record of solution implementation in more than 29 countries around the globe for various industry verticals.

## Secondary Sales Management



Coverage of 3.65 million outlets and average USD 20 million secondary sales is being managed flawlessly on daily basis.

## Distribution & Field Force Coverage



Over 3,500 distributor's business operations is managed through our solution across 25,000 sales team members & business users.

## Multilingual Solution Support



We translate our solution in your language - English, Bahasa, Arabic, French & Portuguese

## Technical Deployment Flexibility



Cloud based & hybrid solution deployment model to serve both conventional & modern trade markets.

## 24/7 Dedicated Support Team



Dedicated availability of Centegy's application support team to respond customer queries & resolve issues.

# Application Components of CENTEGY RETAIL SOLUTION

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## **S&D Pro | Distributor Management Solution**

Centegy's S&D Pro DMS is a leading integrated solution platform that brings agility to the distribution and customer service processes of sales & distribution industry and helps them in developing a sustainable competitive advantage.



## **S&D Pro | Sales Force Automation**

Centegy's S&D Pro SFA solution is a revolutionary tool that is designed as a catalyst to boost your sales team's performance and execute your marketing strategies and brand promotions with confidence like never before.



## **S&D Pro | Field Force Tracking**

Centegy's S&D Pro FFT solution serves as the dynamic management tool for real – time field force tracking, effective route management, planogram compliance & availability of sales information over central dashboard portal.



## **S&D Pro | Promotion Builder**

Centegy's S&D Pro promotion builder helps the business in designing complex brand and trade promotions for effective penetration & achieving optimum sales in market.



## **S&D Pro | Financials Management**

Centegy's S&D Pro financials management system helps the distributor to systematically manage their AP, AR, GL & ROI pertaining to their routine sales & distribution operations.



## **S&D Pro | Business Intelligence**

Centegy's S&D Pro cloud based business intelligence solution empowers executives to leverage analytics and KPI's to drive performance and sales growth.

# CENTEGY RETAIL SOLUTION

Benefits for the Manufacturers, Distributors & Field Force Team





# What clients have to say about CENTEGY RETAIL SOLUTION



"On Go-Live of Unilever LeverEdge program, I would like to thank the Centegy team for the tireless effort. Please thank the team on my behalf.

Great commitment and quick turnaround time. The analysis and support from the team was fantastic."

**Mr. Suhas Devaraju**

Director - Business Engagement, Route to Market, CD IT  
Unilever



"Centegy has provided us with platform 'DAS' that has enabled us to have visibility of the market and this has increased our flexibility and reactivity in responding to the market needs (for both traditional and modern trade markets) which is what our consumers are looking for."

**Mr. Jeremiah Naikuru**

Supply Chain Distributor Manager - Africa and Middle East  
L'Oreal



"Centegy's S&D Pro solution is an essential part of our everyday business. Visibility of secondary sales, promotions and targets enable Colgate to make critical business decisions in a timely manner.

This solution is invaluable and we have found Centegy's team and solution capable to drive growth that Colgate requires."

**Mr. Ahmed Rehmani**

Director and Head of IT  
Colgate-Palmolive (Pakistan) Limited



"We engaged with Centegy last year to run a proof of concept for S&D Pro in Nigeria and I have been extremely impressed with the system and the quality of support which has been provided.

On the strength of the POC, we are now moving to a phased roll-out in our business and we are pleased to be partnering with Centegy for this critical initiative."

**Mr. Nick Pearson**

Head of Consumer Sales  
Flour Mills of Nigeria PLC



"S&D Pro solution cater not only our basic business needs and advance complex business processes but we believe that it will help us to better manage our direct distribution and other conventional sales distributors."

**Mr. Soe Win**

Director Finance & Accounts  
Europe and Asia Commercial Company Limited



# CENTEGY RETAIL SOLUTION

## Worldwide Solution Implementations



## Choose The Right Partner

Choosing a solution for your business is only the beginning of an enterprise wide change. Quite apart from the system implementation, there are critical elements such as change management and risks that have to be considered and managed, as a team. Therefore, we act as much more than your system vendor and prefer to work and considered as partners. In our experience, we firmly believe that partnering is the only guaranteed route to achieving project milestones and success.

Centegy Technologies has various leading global clients and we not only provide day to day support to them but believe in sharing ideas and business acumen. We are committed to working with our clients and ensuring that your business performs exactly the way you want it to.

## Contact Us



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