

Case Study

Driving Smarter RTM Execution Across a Distributed Network

How Centegy helped FMN build a more connected, visible, and execution-focused operating model.



Connected operations. Better field visibility. Stronger execution.

BACKGROUND

FMN is a large-scale food and agro-allied enterprise with a broad operating footprint. To support future business needs, Centegy Technologies has been advancing a next-generation Digital Route-to-Market ecosystem in collaboration with FMN. A major milestone in this journey was the deployment of Microsoft Power BI, enabling real-time visibility, dashboard-based reporting, and sharper business intelligence across the organization.



The Business Challenge



Scale demanded not just more data, but better visibility, faster interpretation, and more actionable reporting.

The Digital Enablement



What Improved

Area	Earlier	Now
 Distributor oversight	Harder to monitor	Better connected visibility
 Field activity	Limited transparency	Mobile-led execution view
 Invoice reporting	Slower and fragmented	Faster and more structured
 Outlet productivity	Harder to measure	Scheduled and productive tracking
 Management reviews	Delayed follow-up	Clearer and more timely insight



Performance Snapshot



3xxx

Distributors Network



1,xxx

System Users



35x,xxx

Avg. Invoices



3x,xxx

Scheduled POP



1x,xxx

Unique Productive POP



xxx%

Coverage



Value Delivered



Greater Sales Visibility

A clearer view across the network



Stronger Field Accountability

Mobile activity captured at scale



Measurable Outlet Productivity

Planned POP versus productive POPP



Deeper Performance Intelligence

Dashboard and reports that support action



Scalable Digital Foundation

Built to support evolving business needs



The Outcome

"By combining digital field execution, distributor data, invoice visibility, outlet productivity measurement, and Microsoft BI dashboards, FMN now benefits from a more connected decision-making environment. Teams can review performance faster, spot trends with greater clarity, and act with more confidence."