

The Problem

Dimension Ceramics is a marketer of polished vitrified tiles, glazed vitrified tiles and digital tiles for kitchen, bathroom, bedroom, home, office and hotels wall in India. All of their products are one-off, i.e., only a limited amount of products are made for a particular design.

Previously they were managing their sales network traditionally. Their sales executives managed their allotted share of more than 200 dealers and distributors nationally via phone call and WhatsApp, a process that was way too convoluted and unproductive.

The company wasn't in direct contact with its customer, i.e., dealers and distributors. They didn't have a centralized and automated inventory and ordering system in place, resulting in unfulfilled orders and highly inefficient manual invoicing, payment collection, and dispatching/logistics.

Our Solution

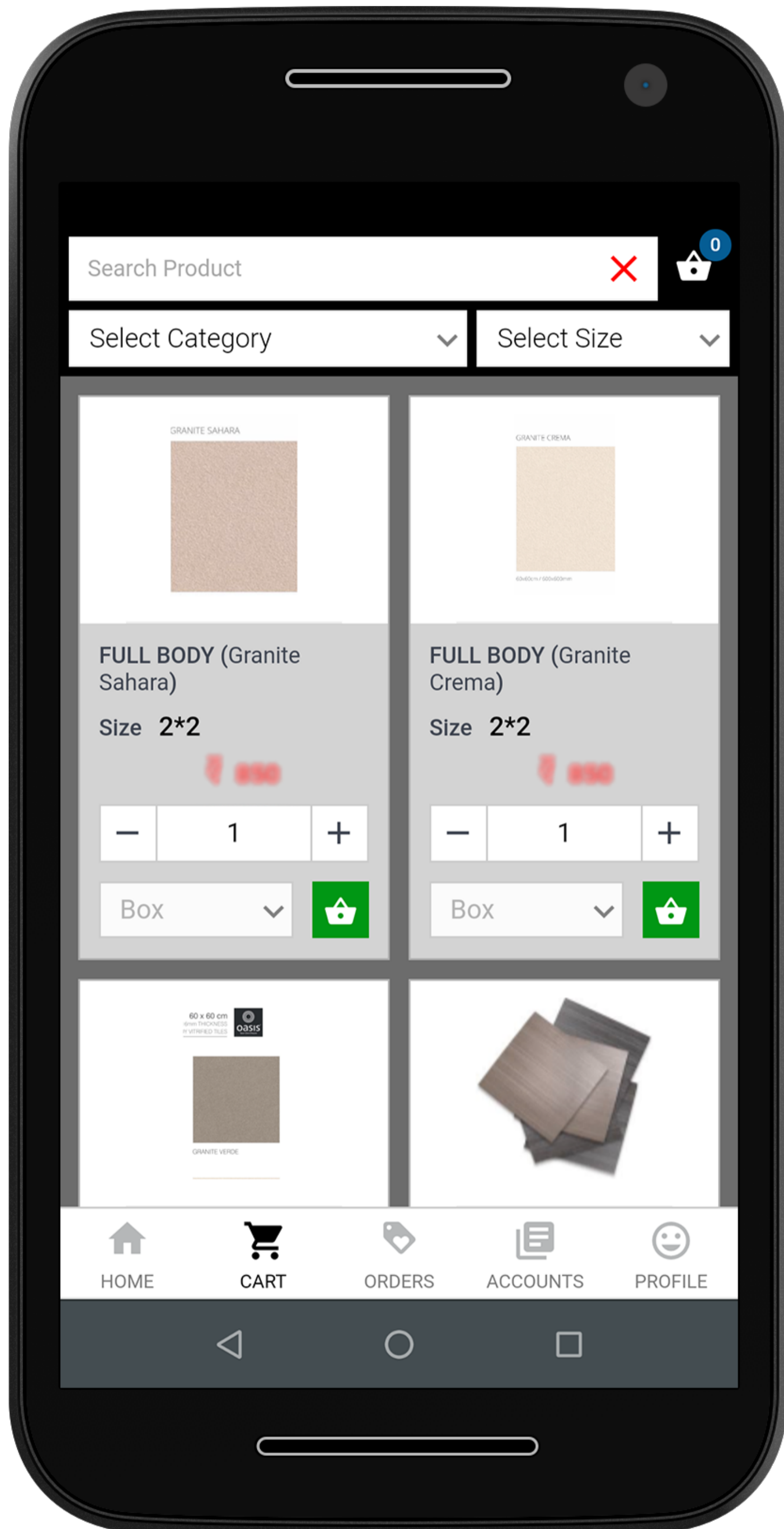
We proposed a CRM software to automate away most of their inefficient manual processes with modules for essential business processes. The mobile apps for sales staff and dealers complement the CRM system, providing them with an ability to place orders from any time, anywhere.

With the new system in place, the backend team could easily update product inventory, introduce new products, and amend pricing, which is reflected in the dealers' app immediately. Inventory and ordering were connected so that no more orders were placed than the available inventory.

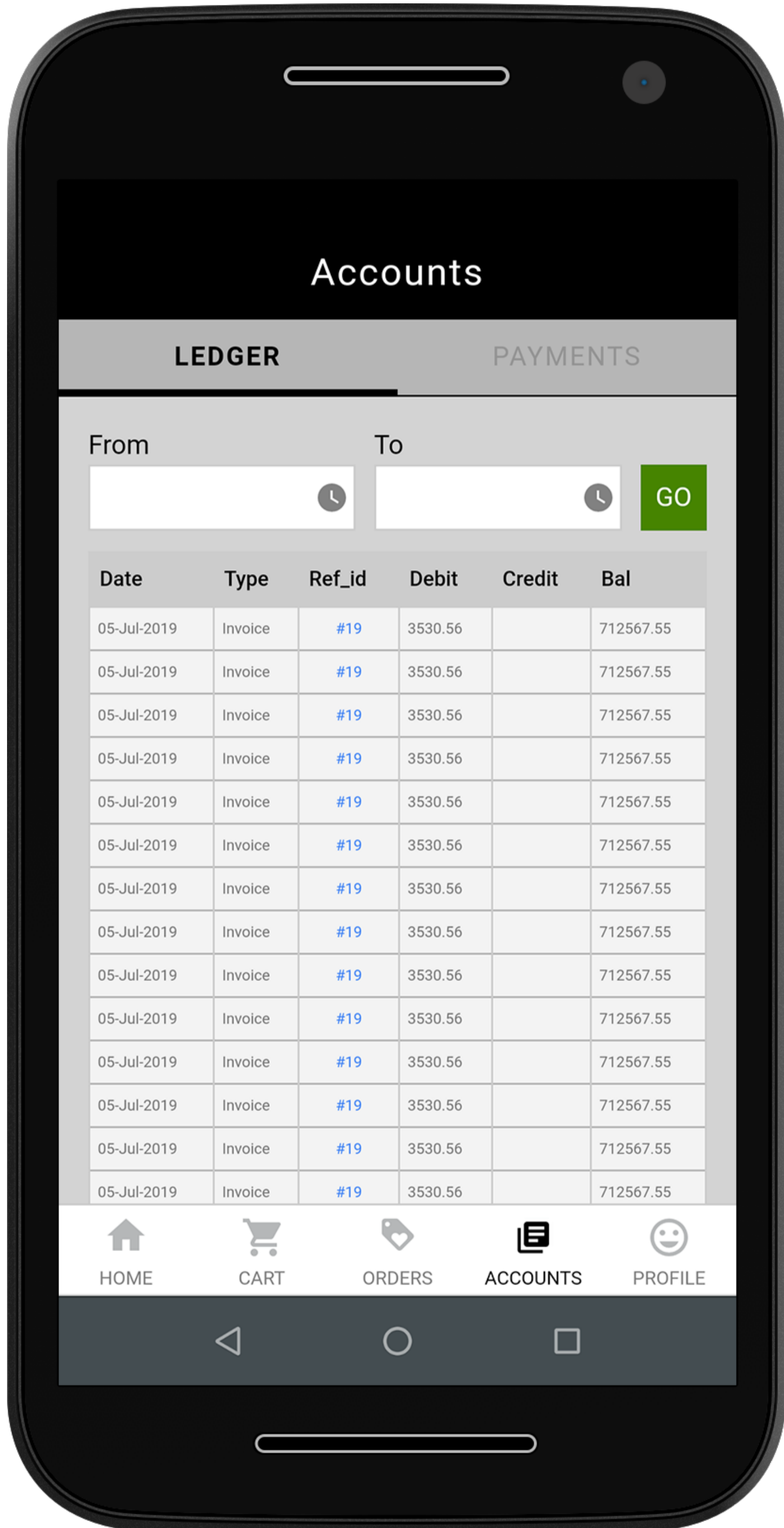
A few months after rolling out the system, Dimension Ceramics stopped hiring new sales executive as the combination of CRM for backend team and mobile app for dealers was more than enough to efficiently run the entire sales network of the company.

Modules Provided

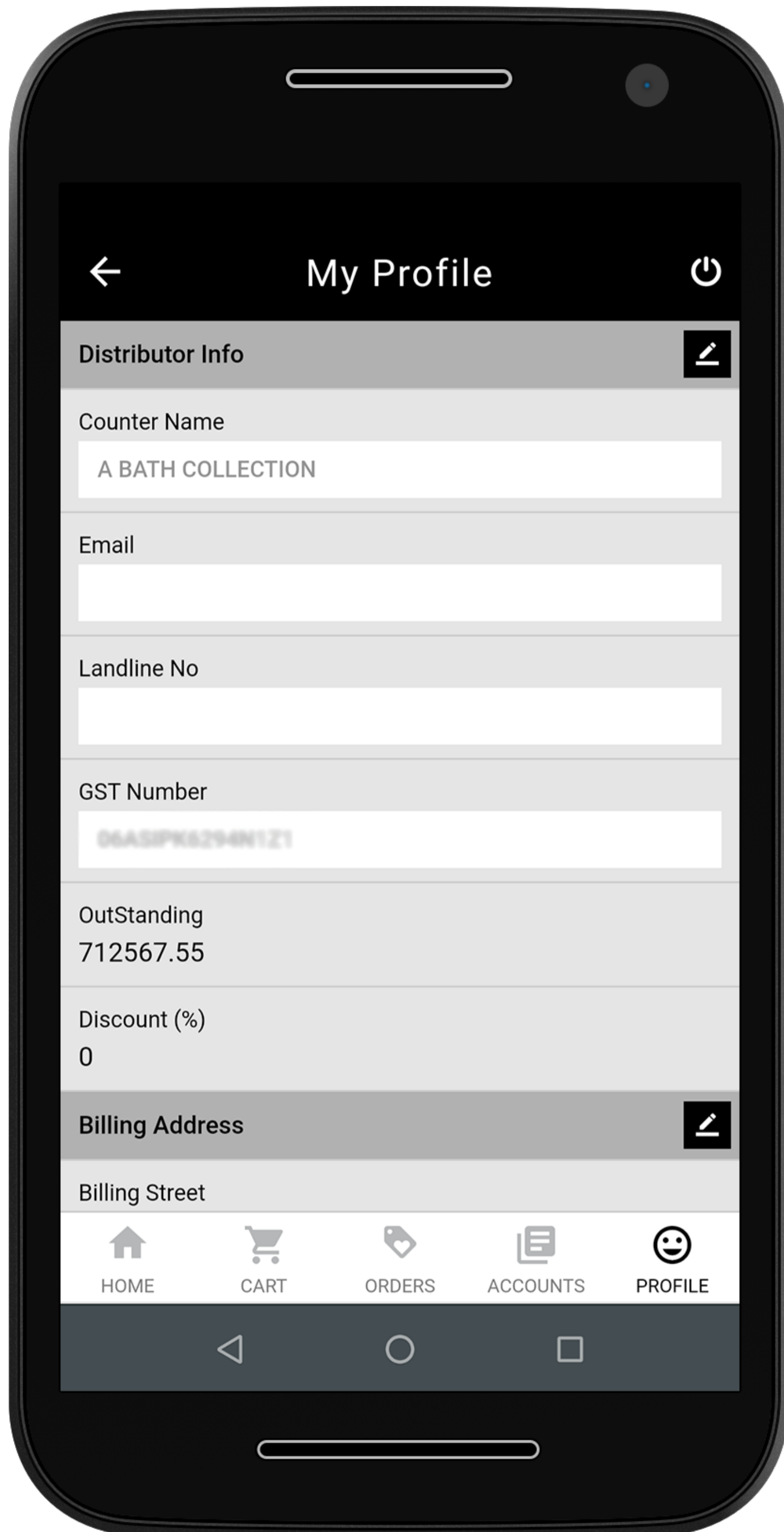
- Order Management
- Inventory Management
- Invoicing Management
- Dealer Management
- Vendor Management
- Payment Management
- Catalog browsing via mobile app
- Ordering via mobile apps



Dimension Ceramic app for dealers gives them a straightforward product catalog browsing and ordering process. The app is connected to the CRM so that all things like inventory, products, and orders are always in sync.



The Accounts section of the app has two subsections: Ledger and Payments. With Ledger, the dealer can keep track of all of his transactions with Dimension Ceramics. Payments subsection provides payment history.



The backend admin manages the credentials for dealers with CRM. If the dealer wants to change his information, he can do so in the Profile section of the app. All changes need admin approval before going into the CRM system.

Inventory Module

DIMENSION CERAMICS										
								Welcome : Administrator		LOGOUT
PRODUCTS										
ACTION ADD STOCK ADD PRODUCT										
<input type="checkbox"/>	Product Category	Product Name	Piece in per Box	Dealer Price	Size	Qty Stock	Visible	Action		
<input type="text" value="Search"/>		<input type="text" value="Search"/>		<input type="text" value="Search"/>						
<input type="checkbox"/>	DOUBLE CHARGE	Oriental Ambra	4	₹ 670	2*2	268	Yes			
<input type="checkbox"/>	DOUBLE CHARGE	Oriental Ambra	3	₹ 670	32*32	1	Yes			
<input type="checkbox"/>	DOUBLE CHARGE	Oriental Beige	4	₹ 670	2*2	9	Yes			
<input type="checkbox"/>	DOUBLE CHARGE	Oriental Beige	3	₹ 670	32*32	0	Yes			
<input type="checkbox"/>	DOUBLE CHARGE	Oriental Rosa	3	₹ 670	32*32	54	Yes			
<input type="checkbox"/>	DOUBLE CHARGE	ultra white	3	₹ 660	32*32	23	No			
<input type="checkbox"/>	DOUBLE CHARGE	ULTRA YELLOW	3	₹ 660	32*32	9	No			
<input type="checkbox"/>	FULL BODY	Fabric Black	2	₹ 1240	2*4	7	Yes			
<input type="checkbox"/>	FULL BODY	Fabric Choco	2	₹ 1240	2*4	44	Yes			
<input type="checkbox"/>	FULL BODY	Fabric Grey	2	₹ 1240	2*4	5	Yes			
<input type="checkbox"/>	FULL BODY	Fabric White	2	₹ 1270	2*4	38	Yes			
<input type="checkbox"/>	FULL BODY	Granite Bianco	4	₹ 660	2*2	120	Yes			
<input type="checkbox"/>	FULL BODY	Granite Crema	4	₹ 660	2*2	111	Yes			
<input type="checkbox"/>	FULL BODY	Granite Gris	4	₹ 660	2*2	7	Yes			
<input type="checkbox"/>	FULL BODY	Granite Nero	4	₹ 660	2*2	34	Yes			
<input type="checkbox"/>	FULL BODY	Granite Sahara	4	₹ 660	2*2	30	Yes			

Inventory module for painless product management with Product Categories, Stock Management, and Quantity properties. Any changes to inventory are immediately reflected in the dealer apps.

Distributor Module

DIMENSION CERAMICS										
								Welcome : Administrator		LOGOUT
DISTRIBUTORS										
ADD DISTRIBUTOR										
Outstanding :- ₹ 79,149,267										
<input type="checkbox"/>	Distributor	Contact Person	Address		Outstanding	Action				
<input type="checkbox"/>	A BATH COLLECTION	9999- 9999999999	SHOP NO-1 RAJENDRA MARKET COURAGE, Mysore		₹ 71,000					
<input type="checkbox"/>	AAREN INDUSTRIES	9999- 9999999999	12, TRINAKHANA COMPLEX SHREE NAGAR PRINCE COLONY NEW DELHI, The NCT of Delhi		₹ 24,000					
<input type="checkbox"/>	ARNAV CONSTRUCTIONS	9999- 2191186195	40/22 PURI PRANAYAM SEC-85 FARIDABAD/FARIDABAD, Haryana		₹ 200,010					
<input type="checkbox"/>	AGGARWAL BUILDING DEVELOPMENT PVT LTD	A- 9999214992	999 106 HARBLE MARKET SEC 21, FARRIDABAD, Haryana		₹ 207,000					
<input type="checkbox"/>	AGGARWAL MARBLE TRADER	99- 1161669999	NEW COLONY RAILWAY ROAD, FARIDABAD, Haryana		₹ 134,000					
<input type="checkbox"/>	AGGARWAL SALES CORPORATION	Akash- 9999234992	SHOP NO-1 APNA SHAR MARKET SOHNA ROAD, FARIDABAD, Haryana		₹ 1,210,000					
<input type="checkbox"/>	Aash granite	Akash- 9923232311	Chandigarh, CHANDIGARH, Punjab		₹ 0					
<input type="checkbox"/>	akr		Sulphura, CHERANNA, Punjab		₹ 80,000					
<input type="checkbox"/>	AAL BATH AND TOILET	999999- 9999992311	999 6302 216 HARBLE MARKET, FARIDABAD, Haryana		₹ 11,270,716					
<input type="checkbox"/>	ARTICA CERAMICS	Shagun- 9999999999	S NO-40 RAJA GARDEN, SOUTH WEST DELHI, The NCT of Delhi		₹ 200,170					
<input type="checkbox"/>	ANJAL SHARMA & DEEPA KUMAR	99- 9999999999	C-21, FARIDABAD, Haryana		₹ 1,000,000					
<input type="checkbox"/>	AR Ceramics	Arav Singh- 9911499999	J-28, Naraina, Sector 15, New Delhi 110015, WEST DELHI, The NCT of Delhi		₹ 0,000					
<input type="checkbox"/>	AR CERAMICS	999- 9999999999	J-96, NARAINA NAGAR, SOUTH WEST DELHI, The NCT of Delhi		₹ 0,177					
<input type="checkbox"/>	ARC MACHINE TOOLS PVT LTD	999999- 9999199999	14/5 KARNIYANA BACH MATHERA ROAD, FARIDABAD, Haryana		₹ 200,000					

Distributor module provides a single place to manage all dealers and distributors associated with the company, with contact information and credit details.

Distributor Details

Distributor module provides a more in-depth look into your business partners with Documents, Orders, Invoices, Payments, Ledger sub-modules, and ability to export Summary Report.

Orders Module

Date	Order ID	Created By	Distributor	Order Value	Order Status	Delivery Status	Action
10-Apr-2019	#ORD1392	distributor	BATH & FLOOR	₹ 25,000.00	APPROVED	DISPATCHED	>
09-Mar-2019	#ORD1379	ramesh	WIPER HEADERS DECOR	₹ 1,000.00	APPROVED	DISPATCHED	>
09-Mar-2019	#ORD1378	distributor	WALLPAPER GALLERY	₹ 14,716.00	APPROVED	DISPATCHED	>
25-Feb-2019	#ORD1371	distributor	WALLPAPER BATH DECOR	₹ 21,000.00	APPROVED	DISPATCHED	>
05-Feb-2019	#ORD1364	distributor	STYLE BATH GALLERY	₹ 15,000.00	APPROVED	DISPATCHED	>
29-Dec-2018	#ORD1338	distributor	JAHO JANS	₹ 10,000.00	APPROVED	DISPATCHED	>
27-Dec-2018	#ORD1332	distributor	WALL BATH AND TOILET	₹ 30,000.00	APPROVED	DISPATCHED	>
18-Dec-2018	#ORD1326	distributor	SHALU EXPD MEDIA PVT LTD	₹ 10,000.00	APPROVED	DISPATCHED	>
12-Dec-2018	#ORD1317	distributor	SANITARY LATRINES	₹ 500.00	APPROVED	DISPATCHED	>
02-Dec-2018	#ORD1308	distributor	WALL BATH AND TOILET	₹ 5,000.00	APPROVED	DISPATCHED	>
22-Nov-2018	#ORD1301	distributor	JAHO JANS	₹ 4,100.00	APPROVED	DISPATCHED	>
19-Nov-2018	#ORD1300	distributor	SHALU COMPLETE HOME SOLUTIONS PVT LTD	₹ 14,000.00	APPROVED	DISPATCHED	>
15-Nov-2018	#ORD1298	distributor	WALLPAPER BATH DECOR	₹ 5,000.00	APPROVED	DISPATCHED	>
12-Nov-2018	#ORD1297	distributor	JAHO JANS	₹ 1,000.00	APPROVED	DISPATCHED	>
29-Oct-2018	#ORD1286	distributor	WALL BATH AND TOILET	₹ 20,000.00	APPROVED	DISPATCHED	>
29-Oct-2018	#ORD1285	distributor	WALL BATH AND TOILET	₹ 4,000.00	APPROVED	DISPATCHED	>
28-Oct-2018	#ORD1284	distributor	WALL BATH AND TOILET	₹ 30,000.00	APPROVED	DISPATCHED	>
28-Oct-2018	#ORD1283	distributor	WALL BATH AND TOILET	₹ 500.00	APPROVED	DISPATCHED	>

Orders module is the central place for the entire sales network's ordering pipeline, with sub-modules for Pending, Approved, Rejected, and Dispatched orders.

Order Details

DIMENSION CERAMICS | Welcome : Administrator | LOGOUT

ORDER DETAILS | ACTION | BACK

Distributor Information

Name	BATH & FLOOR
Contact Person	K. RAJESH
Phone	9448888888
Email	rajesh@gmail.com
Outstanding	₹ 1,97,765.00

Order Detail

Order No.	#ORD1392
Order Date	10-Apr-2019, 7:30 PM
Order Status	Approved

Order Summary

Sub Total	₹ 2,000
Discount(12%)	₹ 240
Net Amount	₹ 1,760.00

Status Details

Approved | SAVE

Order Items Details

S.No.	Product Category	Product Name	Type	Product Remark	MRP	Qty.	Delivered Qty.	Amount	Total
1	SLIM SLAB	Nutura gris(2*4)	Piece		₹ 200	10	10	₹ 2,000	₹ 2,000
2	SLIM SLAB	WILLOW PEARL(2*4)	Piece		₹ 600	30	30	₹ 1,800	₹ 1,800

Delivery Info

S.No.	Invoice No	Invoice Date	Invoice Value	Status	View Invoice
1	#Inv19/20-130	12-Apr-2019	₹ 1,760.00	DISPATCHED	View Invoice

Orders module provides Order Details sub-module where you can view a particular order's details such as date of placement, order summary, amount with options to Approve or Reject the order.

Invoice Module

DIMENSION CERAMICS | Welcome : Administrator | LOGOUT

INVOICES | Search | PRINT | Start: mm/dd/yyyy | End: mm/dd/yyyy | ADD INVOICE

Total Amount :- ₹ 77,874,796

S.No.	Invoice Date	Invoice Id	Distributor	Invoice Value	Action
1	17 Jul 2019	#INV19/20-1166	CASH	₹ 16,000	View Invoice
2	17 Jul 2019	#INV19/20-1165	JEN SHARABLE PVT LTD	₹ 16,000	View Invoice
3	17 Jul 2019	#INV19/20-1164	Tanya Shree and Sons	₹ 6,000	View Invoice
4	17 Jul 2019	#INV19/20-1163	TANISHA INTERNATIONAL BATH IDEAS	₹ 1,000	View Invoice
5	17 Jul 2019	#INV19/20-1162	ANIL BATH AND TOILET	₹ 16,000	View Invoice
6	17 Jul 2019	#INV19/20-1161	ANIL BATH AND TOILET	₹ 11,000	View Invoice
7	17 Jul 2019	#INV19/20-1160	ANIL BATH AND TOILET	₹ 16,000	View Invoice
8	17 Jul 2019	#INV19/20-1159	ANIL BATH AND TOILET	₹ 16,000	View Invoice
9	17 Jul 2019	#INV19/20-1158	PAPUL SHARABLE AND GRANITE	₹ 1,000	View Invoice
10	17 Jul 2019	#INV19/20-1157	CASH	₹ 500	View Invoice
11	17 Jul 2019	#INV19/20-1156	BALLU EXPORTS PVT LTD	₹ 6,711	View Invoice
12	17 Jul 2019	#INV19/20-1155	CASH	₹ 6,210	View Invoice
13	17 Jul 2019	#INV19/20-1154	AARON INDUSTRIES	₹ 11,000	View Invoice
14	17 Jul 2019	#INV19/20-1153	LAKSHA TRADER	₹ 6,000	View Invoice
15	17 Jul 2019	#INV19/20-1152	STYLE BATH GALLERY	₹ 1,000	View Invoice
16	17 Jul 2019	#INV19/20-1151	ANIL BATH AND TOILET	₹ 16,000	View Invoice
17	17 Jul 2019	#INV19/20-1150	ANIL BATH AND TOILET	₹ 14,700	View Invoice
18	17 Jul 2019	#INV19/20-1149	ANIL BATH AND TOILET	₹ 12,000	View Invoice
19	17 Jul 2019	#INV19/20-1148	ANIL BATH AND TOILET	₹ 1,000	View Invoice
20	17 Jul 2019	#INV19/20-1147	CASH	₹ 6,000	View Invoice
21	14 Jul 2019	#INV19/20-1146	PAPUL SHARABLE AND GRANITE	₹ 16,000	View Invoice

Invoices module provides an effortless invoicing. You can raise an invoice or view any previously raised invoice's details such as products invoiced, Consignee, Shipping Address, and taxes.

Payments Module

S.no	Date	Description	Credit	Debit	Mode	Balance	Action
1	22 May 2018	Distributor - GORAN BATHI SHARPEE	27915		Cheque	₹ 27915	
2	22 May 2018	Distributor - EVERSHINE CERAMIC & STONE	2000		Cheque	₹ 20000	
3	22 May 2018	Distributor - TALE SHARPEE	61400		Cheque	₹ 61400	
4	22 May 2018	Distributor - HOME CONCEPT	10000		Cheque	₹ 10000	
5	22 May 2018	Distributor - EVERSHINE SALES CORPORATION	63000		Cheque	₹ 63000	
6	22 May 2018	Distributor - ALL AND STONE	10000		Cheque	₹ 10000	
7	22 May 2018	Distributor - GANESH LAB INDIA	10000		Cheque	₹ 10000	
8	22 May 2018	Distributor - GURU SHARPEE MARBLE CUTTER	61100		Cheque	₹ 61100	
9	22 May 2018	Distributor - HandStone Gallery	20010		Cheque	₹ 20010	
10	21 May 2018	Distributor - GURU SHARPEE MARBLE CUTTER	6100		Cheque	₹ 6100	
11	21 May 2018	Distributor - ALL BATH AND TILES	20000		Net Banking	₹ 20000	
12	21 May 2018	Distributor - SHARPEE INDIA LTD	20000		Cheque	₹ 20000	
13	21 May 2018	Distributor - ALL BATH AND TILES	20000		Net Banking	₹ 20000	
14	19 May 2018	Distributor - BATHI PLAZA	2000		Cheque	₹ 20000	
15	19 May 2018	Distributor - SHARPEE TOP + STONE	20000		Cheque	₹ 20000	
16	19 May 2018	Distributor - SHARPEE TOP + STONE	20000		Cheque	₹ 20000	
17	19 May 2018	Distributor - EVERSHINE SALES & SERVICE INDIA	41000		Cheque	₹ 41000	

A central place to manage the sales network payments, Payments Module provide listings of payments – both current, and previous. You can also search for payments for a specific time frame.

Vendors Module

Company Name	Contact Person	Mobile	Address	Balance	Action
AVANON CERAMIC PVT LTD	JALANDESI	1482101010	5/2, SHARPEE ROAD, SHARPEE, SHARPEE, PALAJOT	₹ 0	
EVERSHINE CERAMIC INDIA LTD	SHARPEE	1482101010	5/2, SHARPEE ROAD, SHARPEE, PALAJOT	₹ 0	
JALANDESI	J	9820000000	5/2, SHARPEE ROAD, SHARPEE, PALAJOT	₹ 0	
SHARPEE CERAMIC PVT LTD	SHARPEE	9820000000	5/2, SHARPEE ROAD, SHARPEE, PALAJOT	₹ 0	
SHARPEE CERAMIC PVT LTD	SHARPEE SHARPEE	9820000000	5/2, SHARPEE ROAD, SHARPEE, PALAJOT	₹ 0	
EVERSHINE CERAMIC PVT LTD	SHARPEE SHARPEE	9820000000	5/2, SHARPEE ROAD, SHARPEE, PALAJOT	₹ 0	

Vendors module lets you manage your procurement with vendor listing, vendor details, the associated financial management, and contact person.

Users Module

DIMENSION CERAMICS Welcome : Administrator LOGOUT

USERS Search [] ACTION ▾ ADD USERS

<input type="checkbox"/>	Name	Role	Mobile	Email	Username	Action
<input type="checkbox"/>	Admin	Administrator	7942299955	info@dimensionceramics.com	admin	
<input type="checkbox"/>	amish	Sub Admin	9827184751	amish@gmail.com	amish	
<input type="checkbox"/>	parth	Sub Admin	9811228885	parth@gmail.com	parth	
<input type="checkbox"/>	Sanjay	Sales	7811947325	sanjay98@gmail.com	Sanjay	
<input type="checkbox"/>	Abacus Test	Sales	9118118118	info@abacusdesk.co.in	Abacus	
<input type="checkbox"/>	Chandan	Sales	9871178885	chandan@gmail.com	chandan	
<input type="checkbox"/>	abir	Sales	9888222111	abir@gmail.com	abir	

With User Module, you can add the application users with different access levels, particular user details, and manage Dealer app credentials on the fly.

Abacus Desk

5E/7, BP Railway Road,
NIT Faridabad 121001

+91 935 005 9390
vikas@abacusdesk.co.in
abacusdesk.com