



**ISO CERTIFIED COMPANY**

**Your Digital and Innovation Partner**



# APSIS OVERVIEW



**2006**

FOUNDED

- Established business in 2006.
- Enlisted as PLC in 2011.



**+15**

YEARS EXPERIENCE

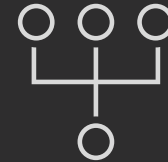
- Apsis leverages experiences in sales & distribution industry, telecom industry, Financial industry & other large corporates in last few years



**+100**

EMPLOYEES

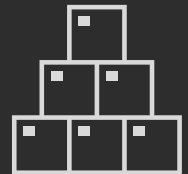
- Apsis has employees in all necessary departments with more than 65 software engineers



**Global**

OPERATION

- Presence in Bangladesh and Malaysia and partner in North America



**+15**

PRODUCTS

- Apsis has solutions including CRM & Consumers, Financial & FinTech, Telecom and HR solutions

# APSIS CORE VALUES



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## Customer Focus

We put our customer at center of everything



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## Teamwork

We work together collaboratively to succeed



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## Agility

We deliver faster through agility



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## Innovation

We bring 'fit for purpose' Innovation for our Customers

# WHY APSIS?

## Business Outcome Focus

Apsis always believes in value generation for Customers using right technology

1

## Innovation & Digital

Apsis has dedicated practice for Innovation and Digital to offer solutions using modern technologies

2

## Speed to Market

Apsis always believes faster turnaround using agile approach to show early value

3



4

## Data and Analytics

Apsis works with customers and transform data into business insight using data and BI tools

5

## Consistency & Uniformity

Apsis ensures consistent & uniform service throughout the entire development process

6

## Competitive Price

Apsis provides competitive & logical price of its products and services



# APSIS CLIENTS

## Bank & Financial institutions



## FMCG & manufacturing



## Telecom



## Others



Apsis also has the experience of serving some overseas clients in UK, Philippines and Hong Kong.

# APSYS PRODUCTS & EXPERTISE



- ✓ Sales Force Automation (SFA)
- ✓ Trade Marketing & Campaign
- ✓ Merchandising Automation
- ✓ Trade Loyalty Platform
- ✓ Consumer Engagement
- ✓ Geofencing & FF Tracking
- ✓ B2B & B2C (eCommerce)
- ✓ Digital Survey Application

**FMCG**



- ✓ Supply Chain Management
- ✓ Fixed Asset Management
- ✓ Vendor Management
- ✓ Rental Management
- ✓ Budget Management
- ✓ Office memo
- ✓ Pool Car
- ✓ HRMS & Payroll
- ✓ Accounting Suit

**Financial Institutions**



- ✓ Purchase Management
- ✓ Inventory Management
- ✓ Production Management
- ✓ Sales & Distribution Management
- ✓ Fixed Asset Management
- ✓ HRMS & Payroll Management
- ✓ Accounting Suit
- ✓ B2B & B2C (eCommerce)

**Trading & Manufact.**



- ✓ Trade Campaign Management
- ✓ Merchandising Automation
- ✓ Trade Loyalty Platform
- ✓ IGW Billing

**Telecom**



- ✓ Fleet Management
- ✓ Parcel & Delivery Management
- ✓ Online Schooling (vSchool)
- ✓ ChatBot
- ✓ SMS Gateway
- ✓ Integrated Operational Support System (OSS) for Investment Banks (NBFI)
- ✓ Tracksis – Project Management System

**Others**

**Supported by Strong Data Analytics and AI Capabilities**

# OUR SOLUTION DESIGN PRINCIPLES

1

Business driven – All our solutions are persona based



2

Modular and Components based



3

SaaS and Cloud based design with standard framework



4

Bring and Apply Innovation in every steps



5

Agile delivery model to drive speed to market



# APSYS BUSINESS INTELLIGENCE



BI Dashboard



Sales Tracking  
Dashboard



Comprehensive  
Dashboard



Make Your Own  
Report



Customized  
Dashboard



Sales QA



Custom Report  
Development



# APSYS IMAGE PROCESSING & MACHINE LEARNING

Automatic SKU count validation through AI



LOCATE EMPTY  
SPOTS TO IDENTIFY  
MISSING PRODUCTS

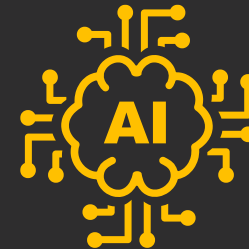
OUTPUT SHOWING  
PRODUCTS THAT  
NEED RESTOCKING

પ્રાદેશિકાલ નામ	માત્રા	A.I.	Ach. (%)
રિકુનાકા અચા	2	1	50%
રિકુનાકા બિલિ	2	-	-
રિકુનાકા મુલિ	2	1	50%
રિકુનાકા મિલિ	2	-	-
લેપિલિલ અચા	2	-	-
લેપિલિલ અચિ	2	-	-
લેપિલિલ મુલિ	2	-	-

પ્રાદેશિકાલ નામ	અચિલ	A.I.	Ach. (%)
રિકુનાકા અચા	1	-	-
રિકુનાકા બિલિ	1	1	100%
રિકુનાકા મુલિ	1	-	-



IMAGE CAPTURING

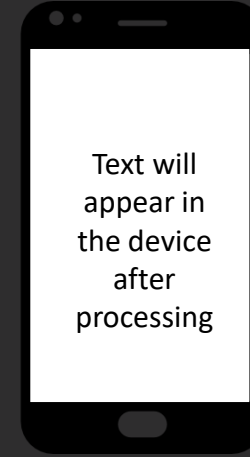


AI PROCESSING

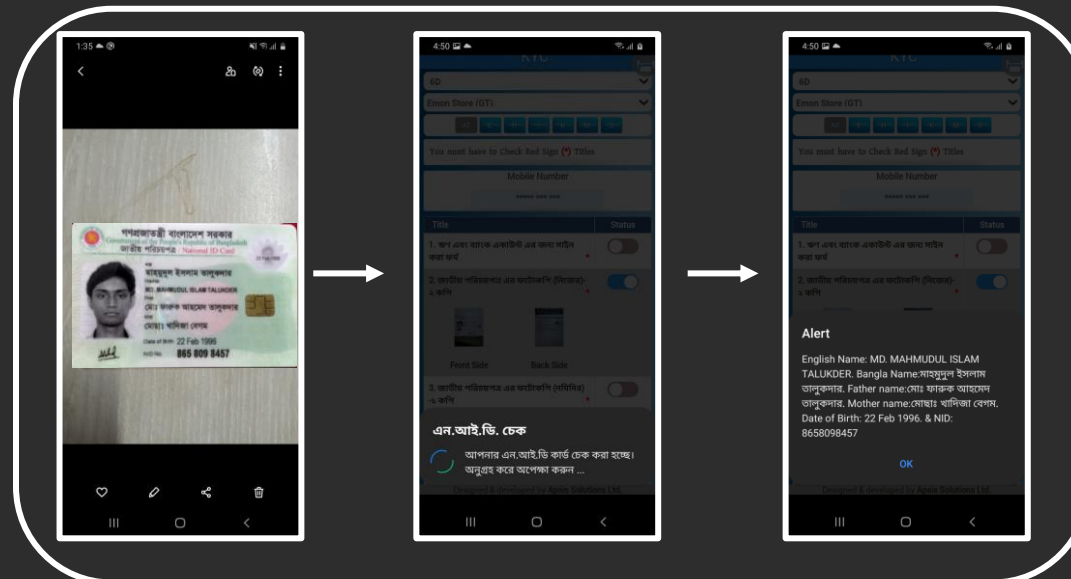


# APSYS IMAGE PROCESSING & MACHINE LEARNING

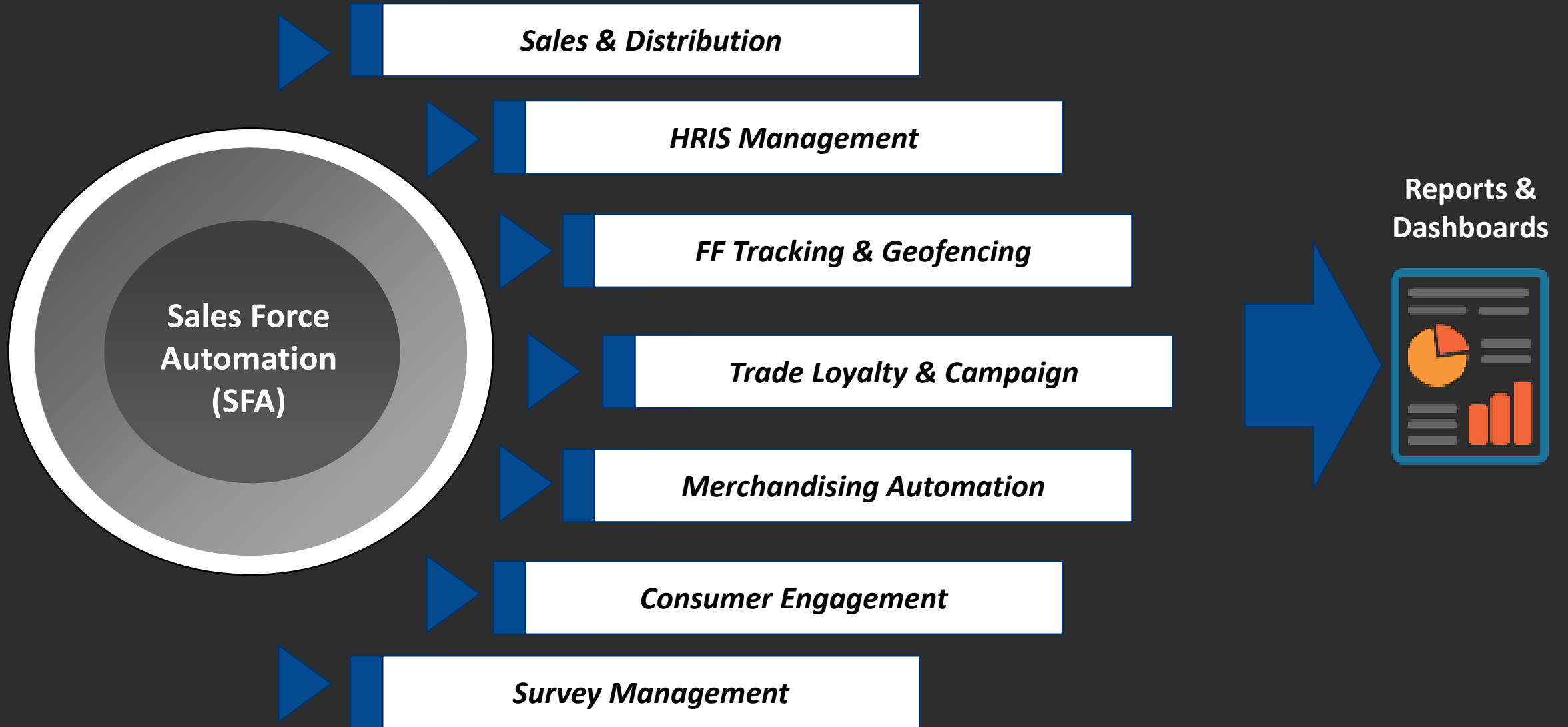
Hand written memo digitization and NID Validation



OPTICAL CHARACTER RECOGNITION -  
OCR



# Sales Force Automation (SFA)



# Sales & Distribution (S&D)

The biggest S&D automation platform in Bangladesh!!

Outlet	FF	Sales Call/Day
850K +	12K +	375K +

## Features:

- Ability of operating in both online & offline mode.
- Auto sync with pre-set PJP
- Automated stock upload/entry
- Sales order capturing
- Delivery/Sales confirmation
- Real time stock status
- Invoice/Memo printing
- Sales Rep monitoring through Supervisor application
- Stock management system



This is the core module of SFA solution

# Sales & Distribution (S&D) - Features

## Day Beginning

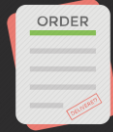


Auto sync with pre-set PJP



Automated stock upload

## During the Sales Call



Sales Order capturing



Delivery/Sales confirmation



Real time on hand stock status



Invoice/Memo printing

## Day Closing



Cash submission according to the sales report



Remaining stock return to warehouse according to on hand stock report



# HRIS Management

HRIS is a separate module which is integrated with SFA solution



- Employee profile management

**Employee directory**



- Field Force Attendance through PDA or biometric device.
- Leave management

**Attendance & Leave**



- KPI setting and assessment
- Performance assessment

**Performance**

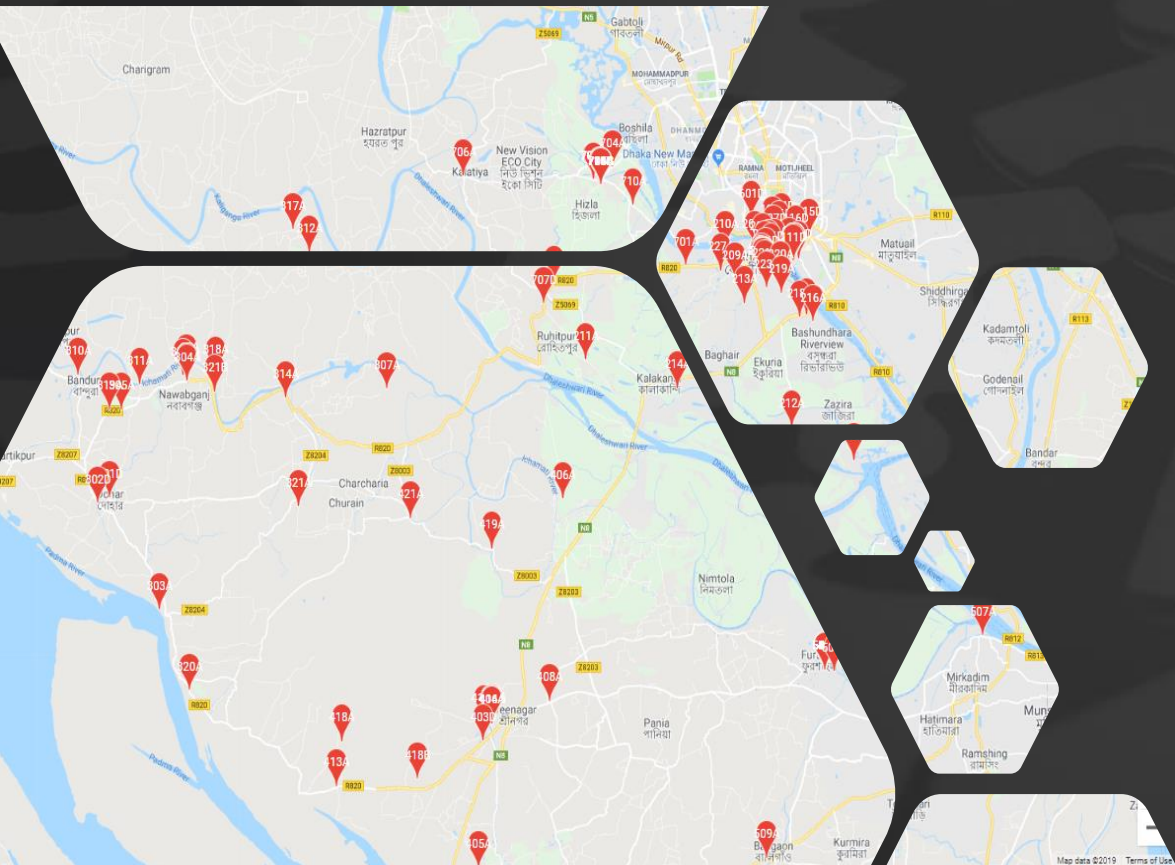


- Salary calculation
- Salary sheet generation

**Payroll**

# FF Tracking & Geofencing

Field Force Tracking and Geofencing has the following major features



## FF Tracking



Outlet Level Real time  
Sales tracking



Real time insights



Savings in back-office  
time



Route Plan Adherence

## Geofencing

Outlet geo tagging

By location dynamic  
radius setting

Manual overriding &  
tracking

Sales control by  
Geofencing

# TRADE LOYALTY PLATFORM

1

## Customer Database management

- Customer profiling based on pre-set criterion.
- Customer's basic information management
- Customer's family information
- Customer Geo location validation

2

## KPI management

- Set quantitative and qualitative KPIs for customers
- Track achievement against set KPIs.
- Slab based reward management

3

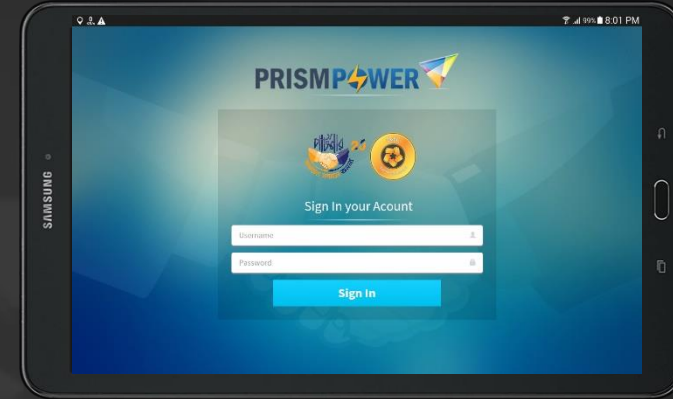
## Message communication

- Campaign message communication through application
- AV Communication
- Visual communication

4

## Field Force call management

- Track Field Force call reports
- Supervisor's verification reports
- Field Force Live Tracking



# TRADE LOYALTY PLATFORM (CONT.)

5

## Customer Reward management

- Customer Gift requisition
- Slab based gift item selection
- Point management
- Point redemption through reward
- Reward receipt verification though 2FA authentication.

6

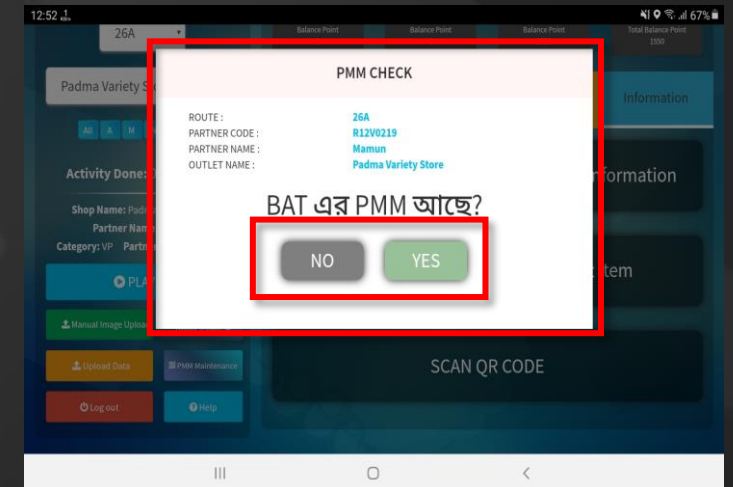
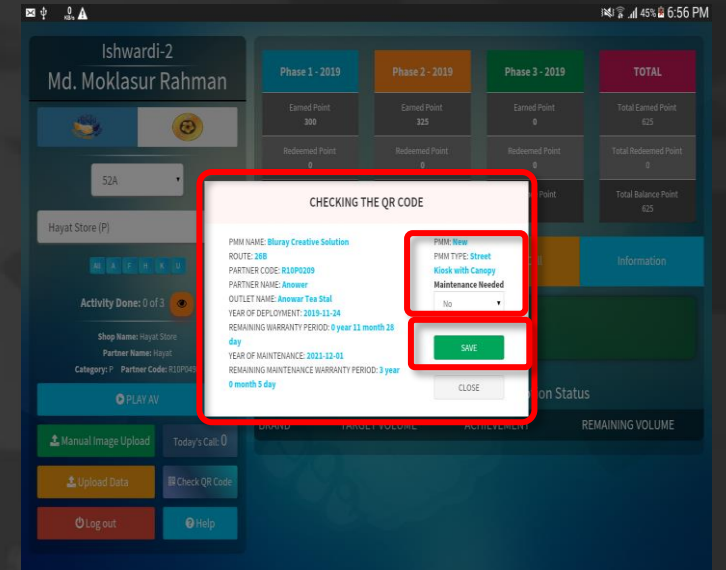
## Sales performance analysis

- Customer's regular by SKU sales trend analysis.
- Identify the strength area
- Target vs achievement status with remaining target

7

## Asset management

- QR Code based asset information pop up.
- Identify wrong QR code
- Asset maintenance status check



# CAMPAIGN MANAGEMENT

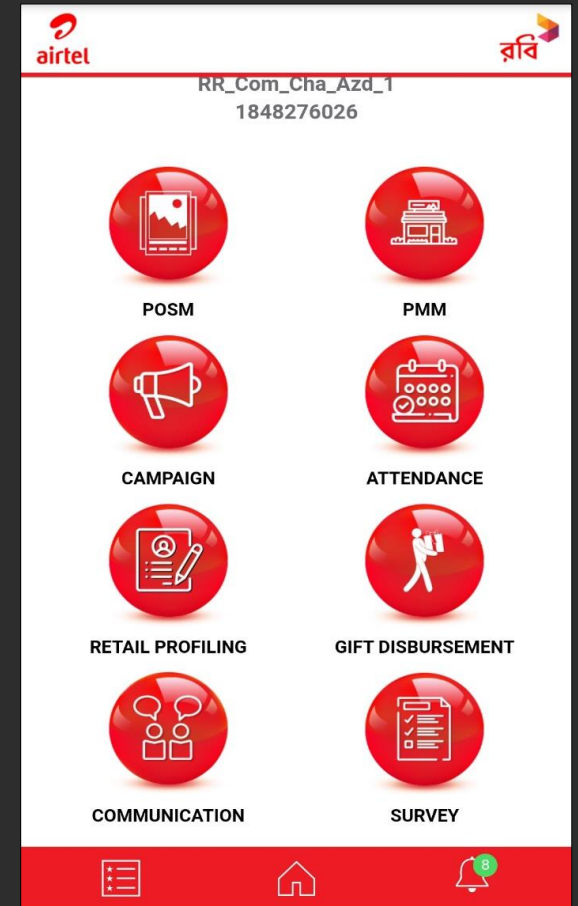


We have developed 'Campaign Box App' that has been the...

## Best Application of Axiata Group in 2020!!

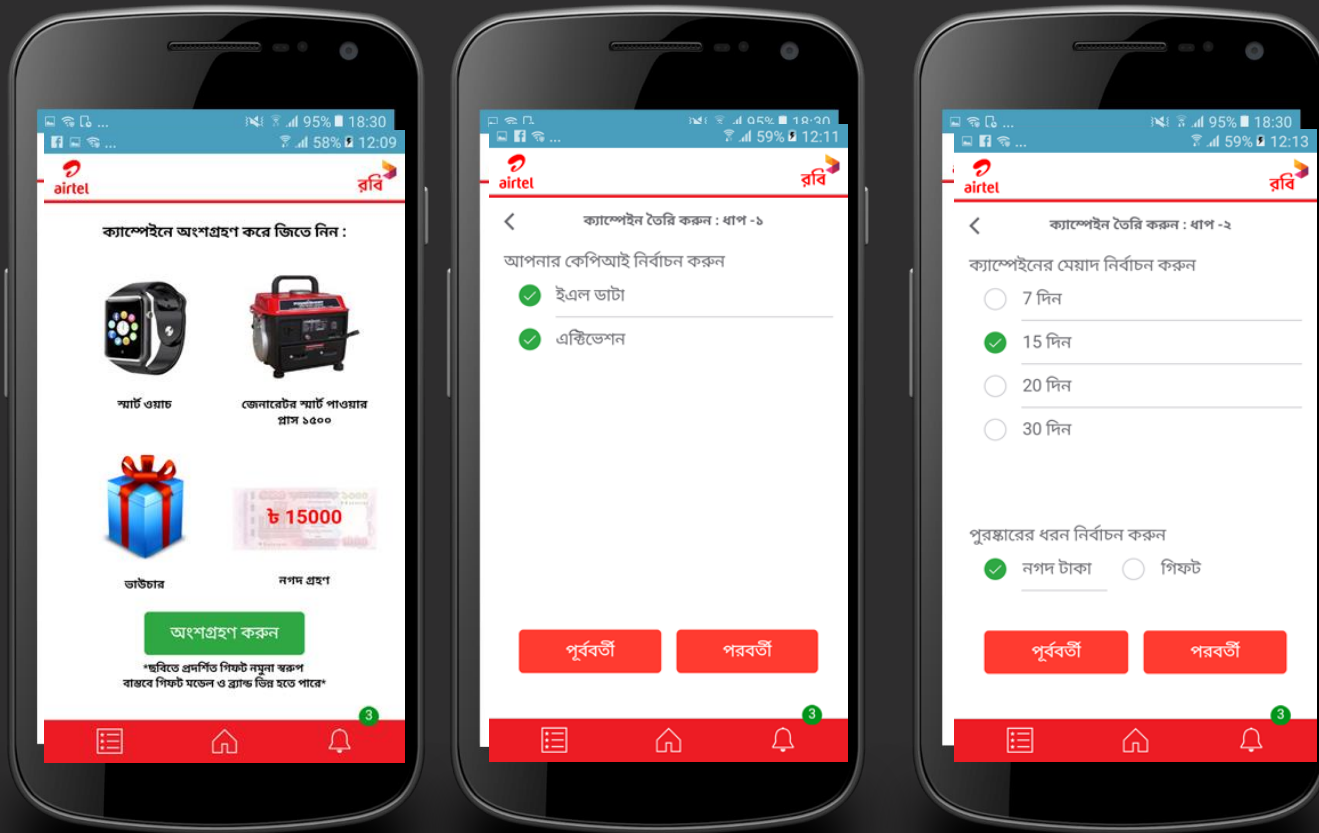
### Major features:

- Campaign configuration
- Retailers can create its own campaign
- Communication & message
- Campaign wise gift allocation and inventory
- Gift delivery and confirmation with OTP verification





# CAMPAIGN MANAGEMENT (CONT.)



We can see a demo of the application though below link -

<https://www.youtube.com/watch?v=sELJyljaKco>

# MERCHANDISING AUTOMATION

Merchandising Automation helps to track the Merchandising activity at the outlet level along with Merchandiser tracking and material

Field Force Tracking

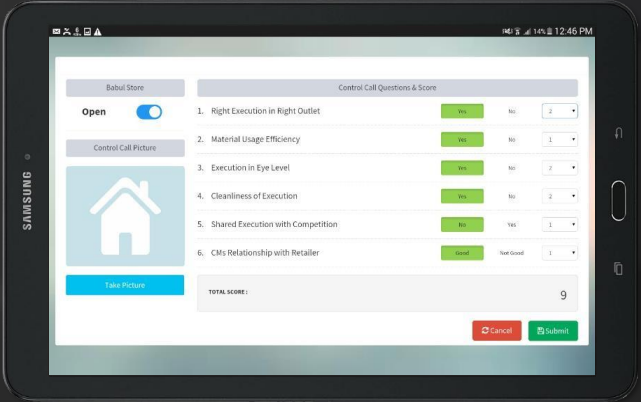
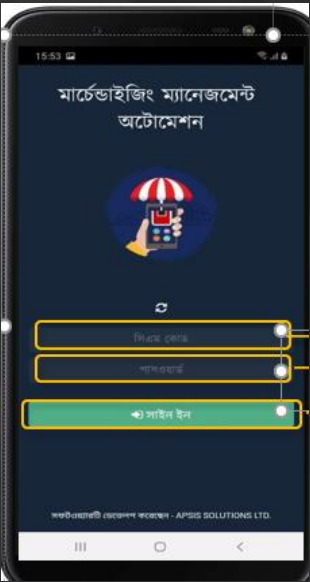
Pre-Execution image capturing

Update material information

Damaged material information update

Post execution image capturing

Stock counting & Reporting though AI



# CONSUMER ENGAGEMENT



▶ Stock management

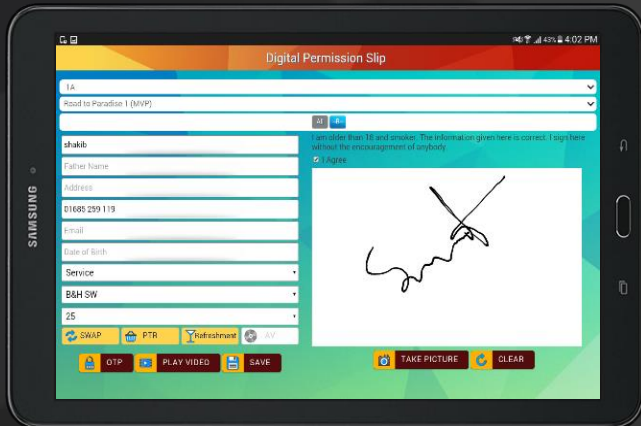
▶ Digital permission slip

▶ SKU wise swapping management

▶ OTP authentication

▶ Digital signature

▶ Brand message communication through AV



# SURVEY MANAGEMENT



## Dynamic Survey configuration

- Scope defining according to market demarcation
- Capture respondent's basic information from database
- Survey timeline setting
- Schedule the survey and can enforce repetition
- Outlet level survey configuration



## Dynamic Survey form

- Configure different types of questions – MCQ, Textual, Numeric etc.
- Set mandatory and optional questions.
- Options to configure parent question and child question.
- Configure dependent questions based on previous answers.



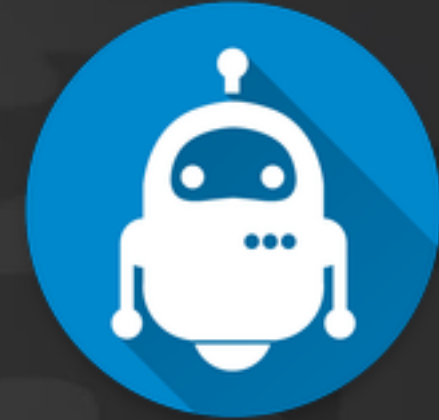
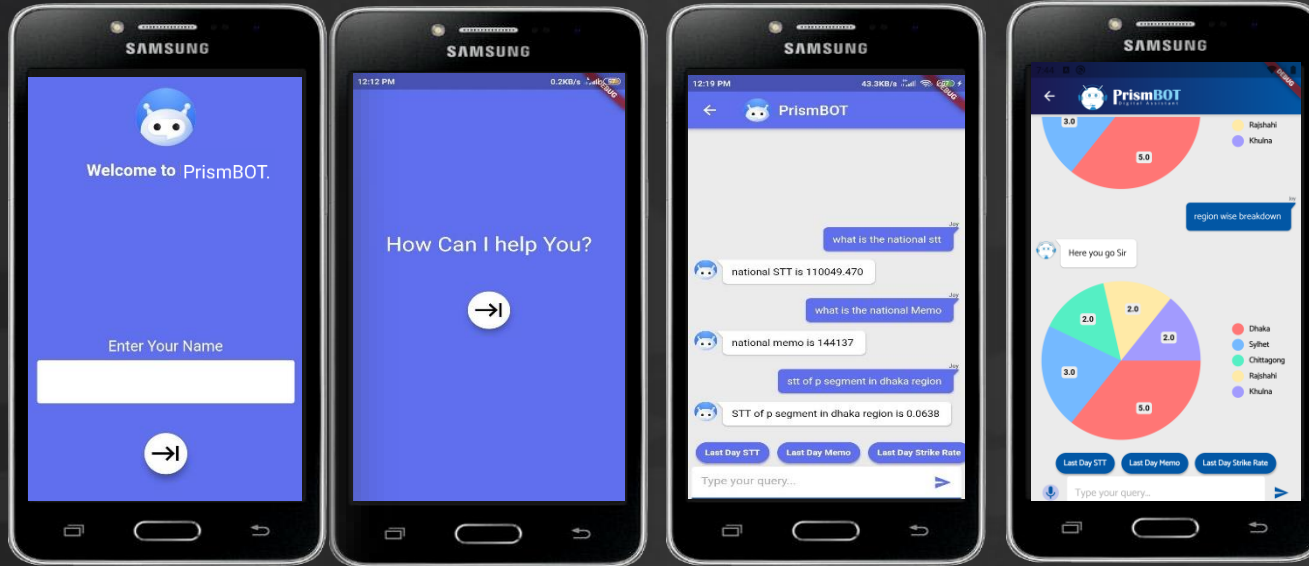
## Survey reports

- By respondent survey outcome report
- Basic analytics with some graphical representation

***Survey management app has been a very useful tool nowadays in Sales & Distribution management***

# ChatBot – Sales manager's assistant

*ChatBot is a very important tools for the Sales manager's today to make quick decisions*



## Major features:

- User access management
- Spontaneous Interaction with the users.
- Can provide Sales, Memo, Strike Rate and other information.
- Instant suggestion of word
- Graphical representation of data within a very short time



# REPORTS

*Following are the basic reports that can be generated in SFA solution*



Route wise Sales reports



Route wise Strike Rate



Route wise Memo report



By point Opening and Closing stock reports



Outlet wise sales and memo performance



Year to Year sales comparison report



Order vs Delivery report



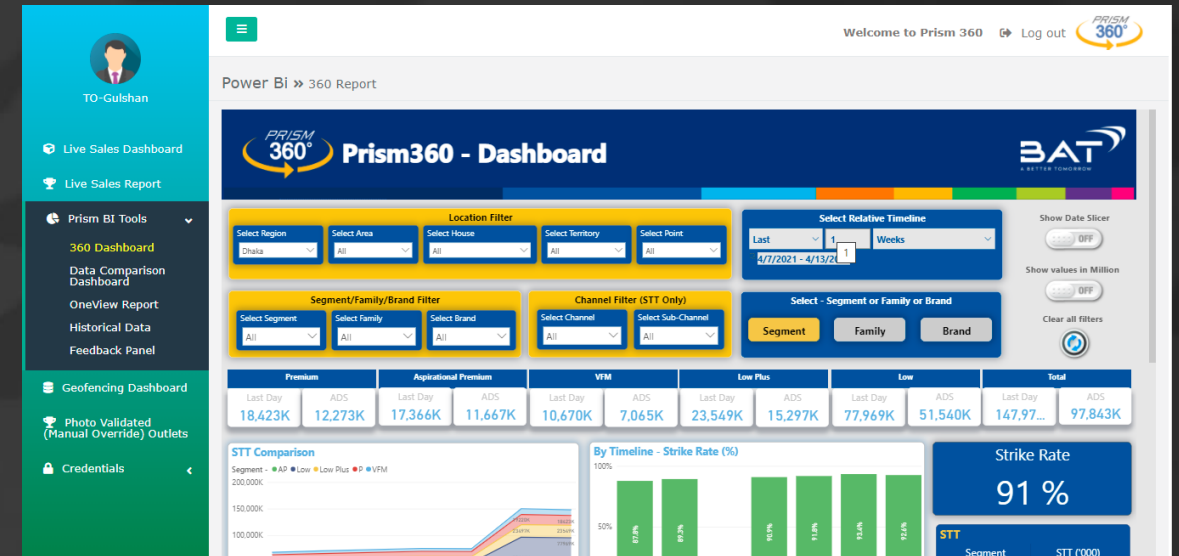
Query manager



# DASHBOARDS

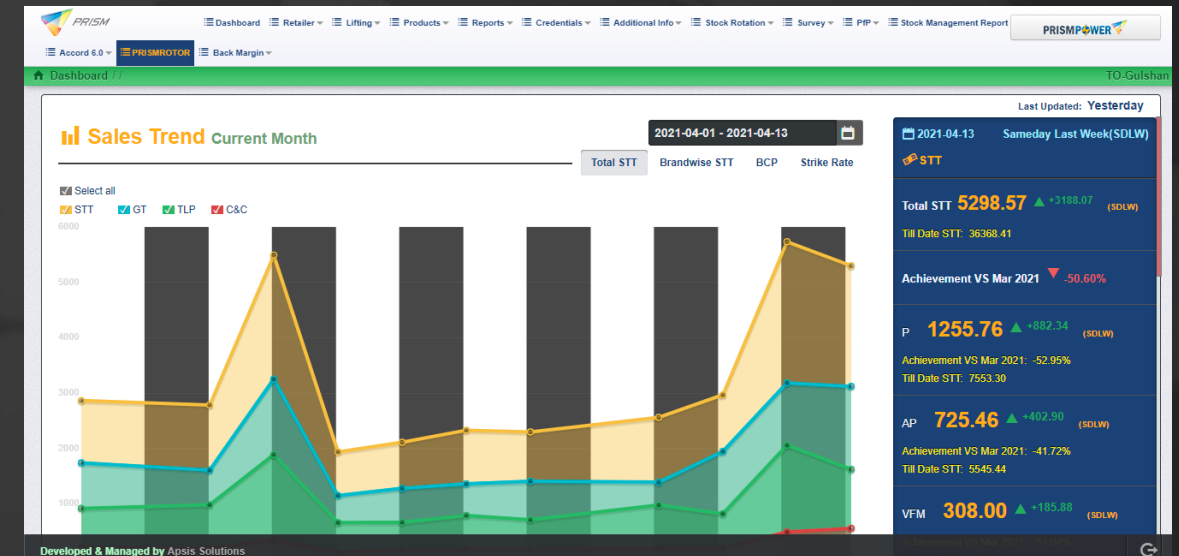
- ✓ Very easy to view customized report
- ✓ 360 view of the entire operation at a glance
- ✓ Data comparison dashboard
- ✓ OneView reports
- ✓ Historical data
- ✓ Filtering of brand, SKU, location, timeline will change all information instantly.
- ✓ Reports can be seen both in graphical & tabular format

## BI Dashboard



## S&D Dashboard

- ✓ Quick view of sales & distribution performance
- ✓ Easy filtering through Location, Timeline, Brand, SKU etc.
- ✓ Comparison against yesterday's performance
- ✓ User access wise dashboard management





**THANK  
YOU**

