

## **ABOUT HUTCH**

Hutch established its presence in India in 1994 by acquiring the cellular license for Mumbai. It now has operations in 13 circles accounting for 70% of India's mobile subscriber base.

Hutchison Essar is a joint venture between Hutchison Whampoa and Essar with 9.3 million mobile users under the Hutch and Orange brands. It is one of the most reputed telecom companies in India. Over the years, it has been named the 'Most Respected Telecom Company', the 'Best Mobile Service in the country', and the 'Most Creative and Most Effective Advertiser of the Year'.

Hutchison Whampoa is a multinational conglomerate with its origins dating back to 1828 in Hong Kong. The Group operates five core businesses in 42 countries employing around 182,000 people worldwide.

## **REQUIREMENT UNDERSTANDING:**

Hutch (AP circle) needs to automate the downstream supply chain of the prepaid operations.

### **Where we fit in**

The solution provided by fulcrum solutions comprises as follows:

There are two systems developed one system for the distributor end and the other system for the Head Office

### **Distributor Package**

The distributor package contains all screens required for the Distributor to do his daily Purchase and Sales

The distributor package has the following screens

Masters

- Retailer

- Retailer Market

Retailer Category

- Retailer Classification

- Supplier

- Salesman

- Salesman Market Mapping

- Stock Location Register

- Distributor

- Product

Purchase

- Purchase Receipt
- Purchase Return

Sales

- Billing
- Collection
- Market Return
- Customer Feedback Form

Stock

- Stock Adjustments
- Inter location Transfers

## **THE PROCESS FLOW**

At the beginning of every day a mail containing the purchase details of a distributor will be sent to each distributor and it will be downloaded into the distributor package by the application

At the end of every day the distributor will consolidate the daily sales and upload it to the head office system through a mail option provided in the application

Provision is available to download the activation details to each distributor through mail

Provision is available to upload the customer feedback details to the Head office through mail

### **Head Office Package**

The head office is a consolidation of all the distributor's sales details and has the following options;

- Download option to download the Purchase details to the distributor

- Upload option to upload the Sales details from the distributor

- Distributor details

- Monthly target for each distributor

- Upload option to upload the Activation Details from Switch

- Download option to download the Activation Details to Distributor

- Flexi reporting including:

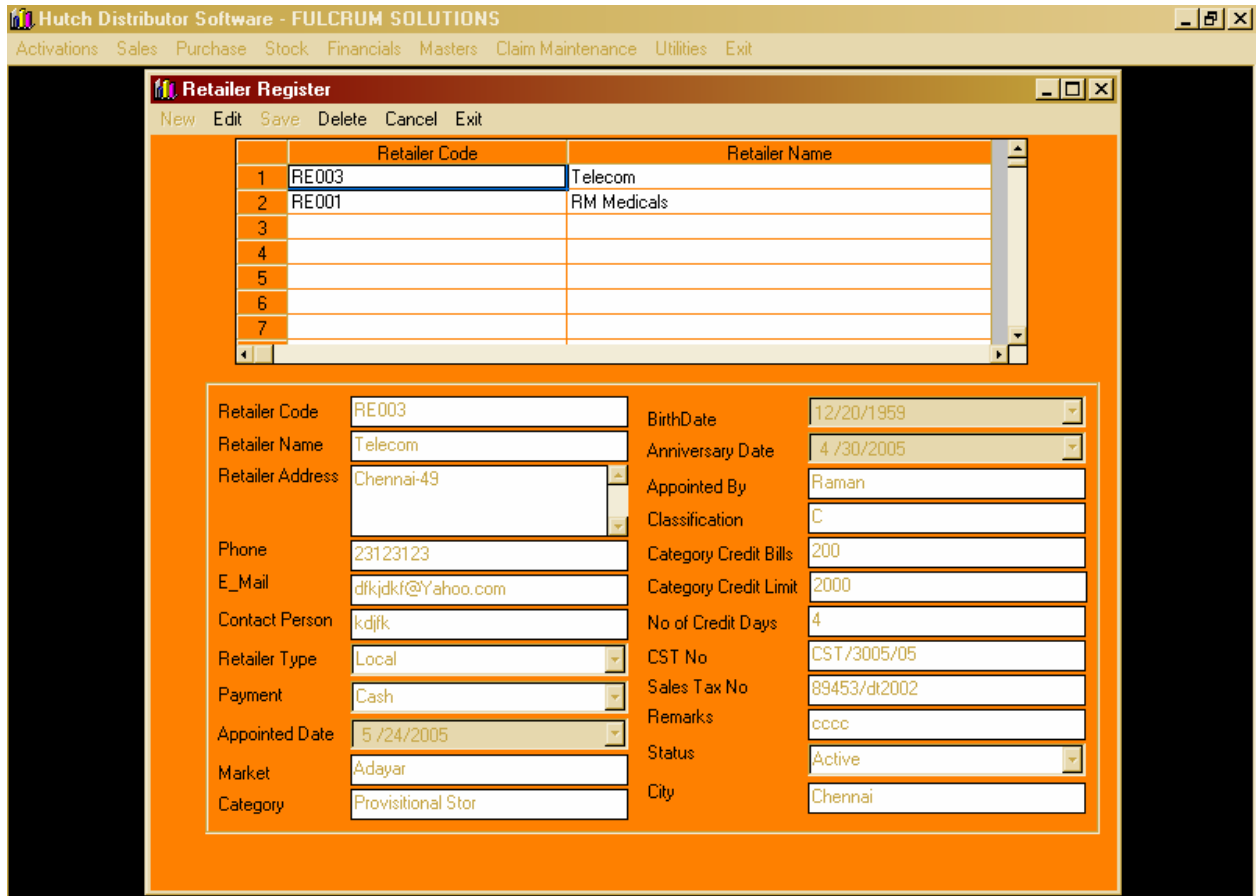
  - Activations Report (Consolidated Report)

  - Daily Sales Report (for ETop)

## SCREEN SHOTS OF OUR SOFTWARE AT THE DISTRIBUTOR POINT:

### Masters

#### *1. Retailer Register*



	Retailer Code	Retailer Name
1	RE003	Telecom
2	RE001	RM Medicals
3		
4		
5		
6		
7		

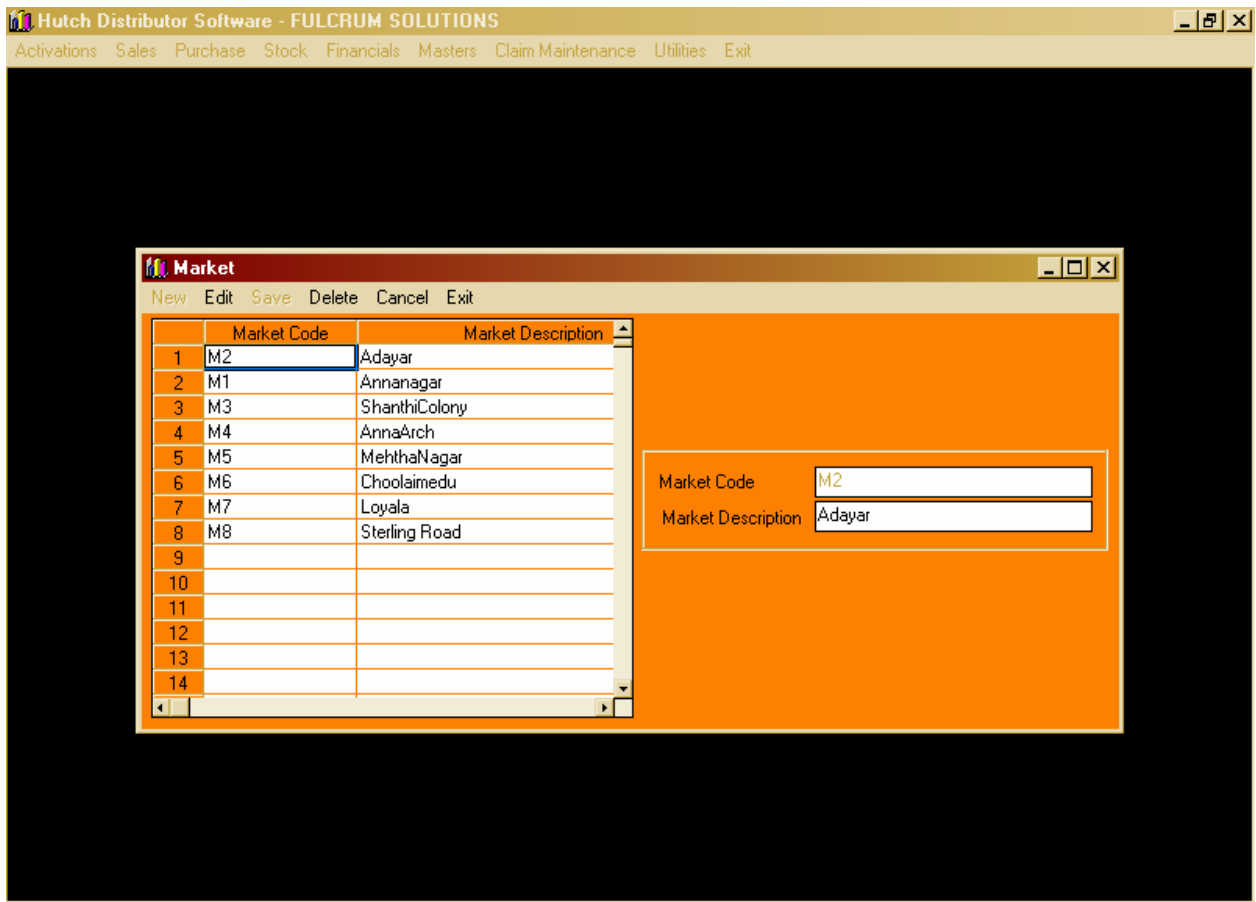
  

Retailer Code	RE003	BirthDate	12/20/1959
Retailer Name	Telecom	Anniversary Date	4 /30/2005
Retailer Address	Chennai-49	Appointed By	Raman
Phone	23123123	Classification	C
E_Mail	dlkjdkf@yahoo.com	Category Credit Bills	200
Contact Person	kdfjk	Category Credit Limit	2000
Retailer Type	Local	No of Credit Days	4
Payment	Cash	CST No	CST/3005/05
Appointed Date	5 /24/2005	Sales Tax No	89453/dt2002
Market	Adayar	Remarks	cccc
Category	Provisional Stor	Status	Active
		City	Chennai

This screen captures the Retailers for a particular Distributor. The Retailers' are identified by a unique code. The Retailers' are assigned to a particular Market, Category and Classification.

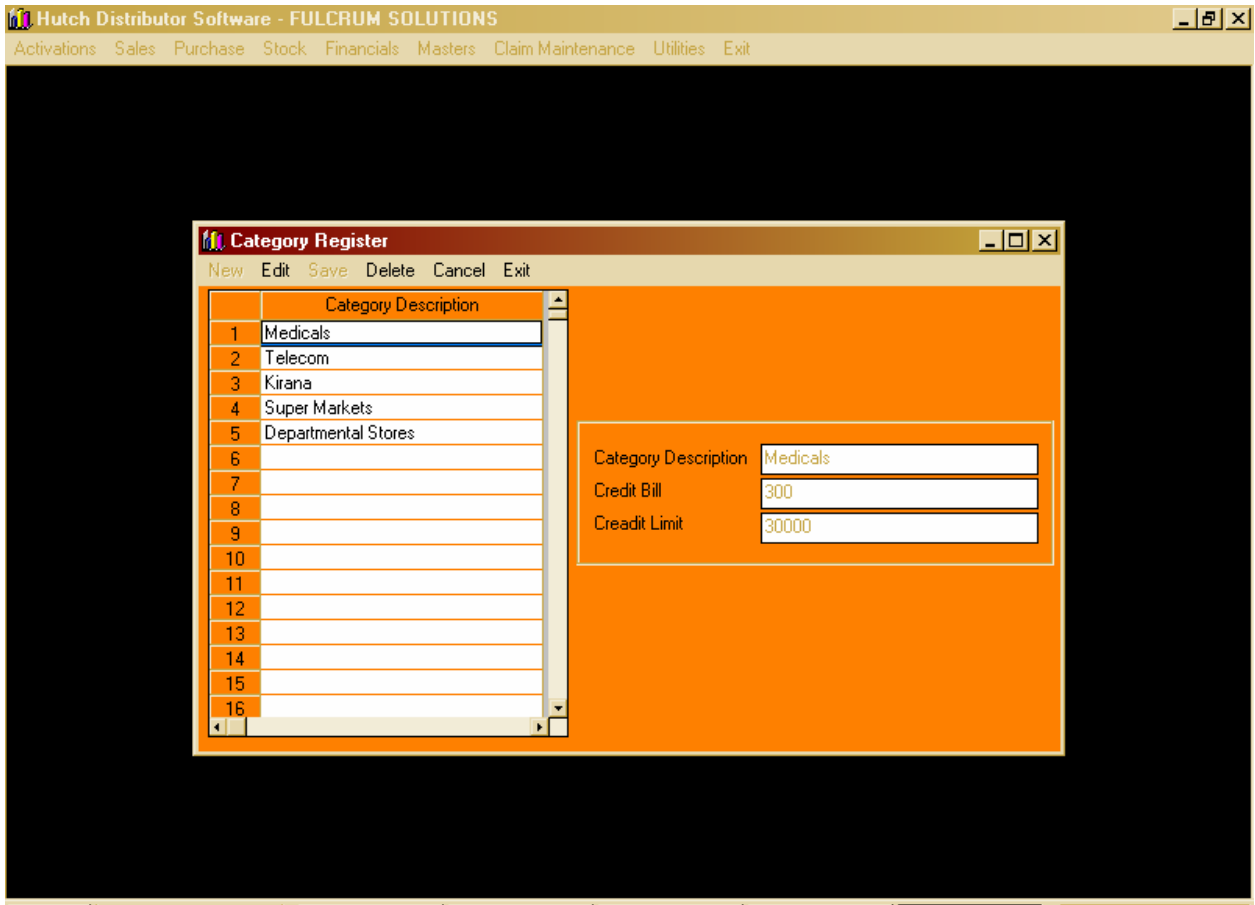
## 2. Retailer Maintenance

- **Market**



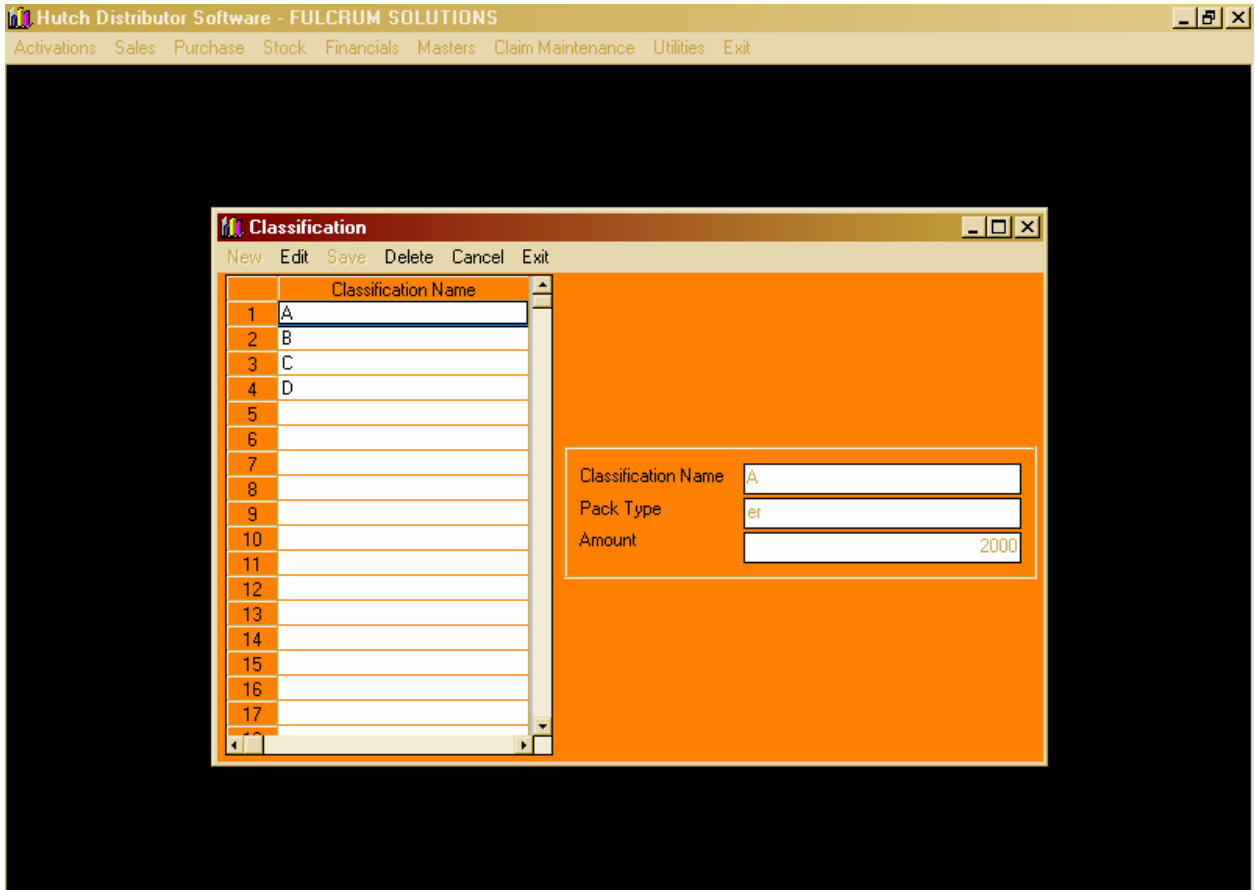
This master captures the market covered by a particular distributor. The market is divided into different areas and each area is uniquely identified by a market code. Each retailer will be identified to a market.

- *Category*



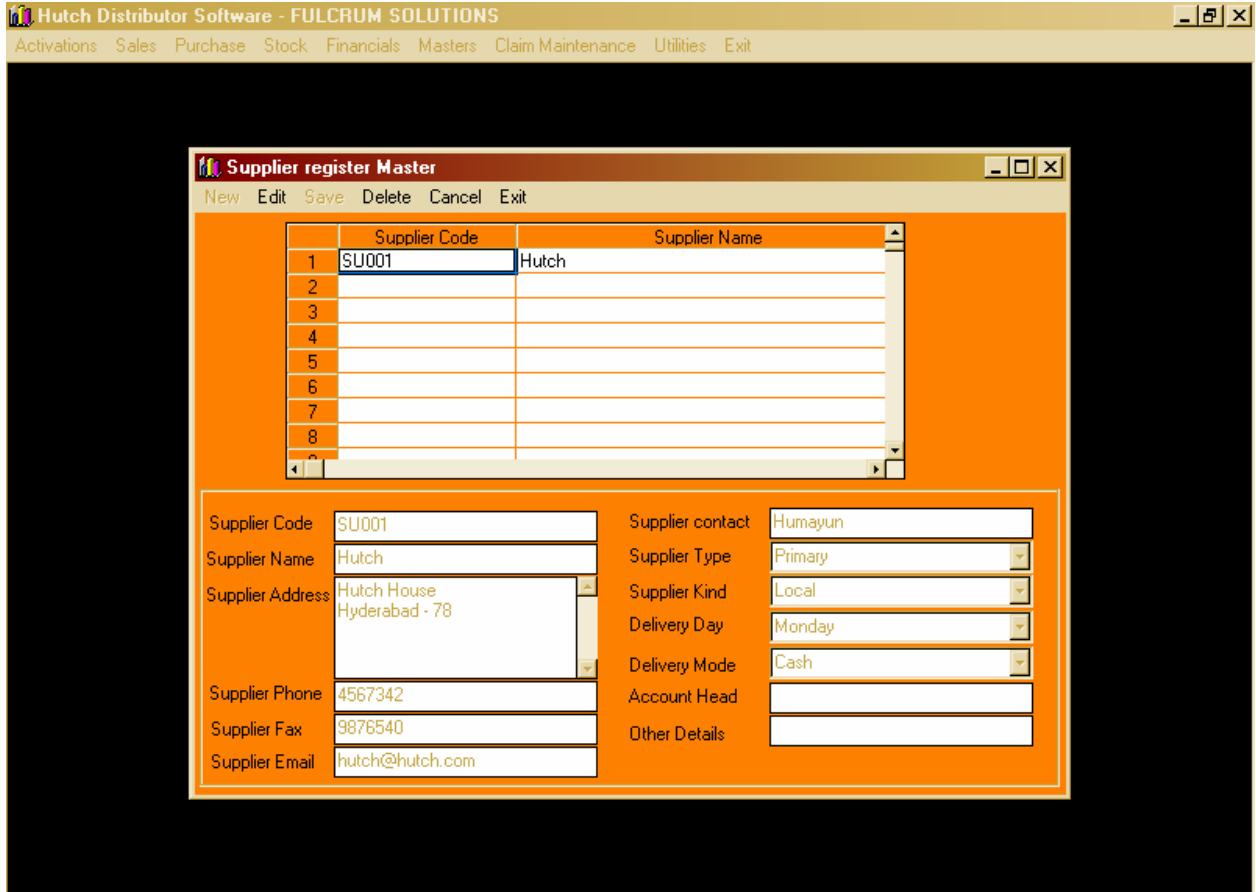
Based on the main function of the Retailer the Retailer's are classified into various categories. This master identifies the various categories of Retailers. Each category is identified by a unique category code.

- *Classification*



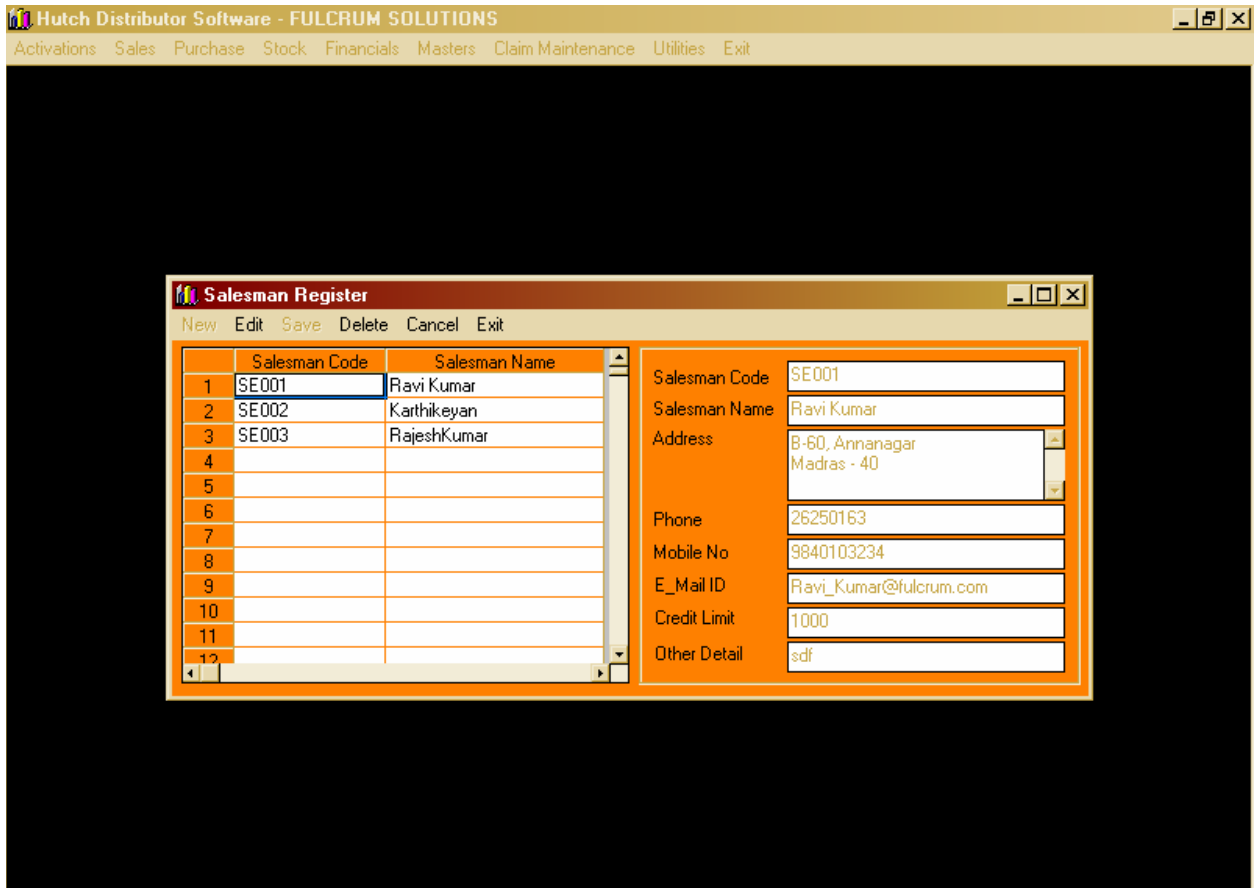
Based on certain parameters each Retailer will be assigned to a particular classification. This master captures the various classifications that could be assigned to Retailers.

### 3. Supplier Register



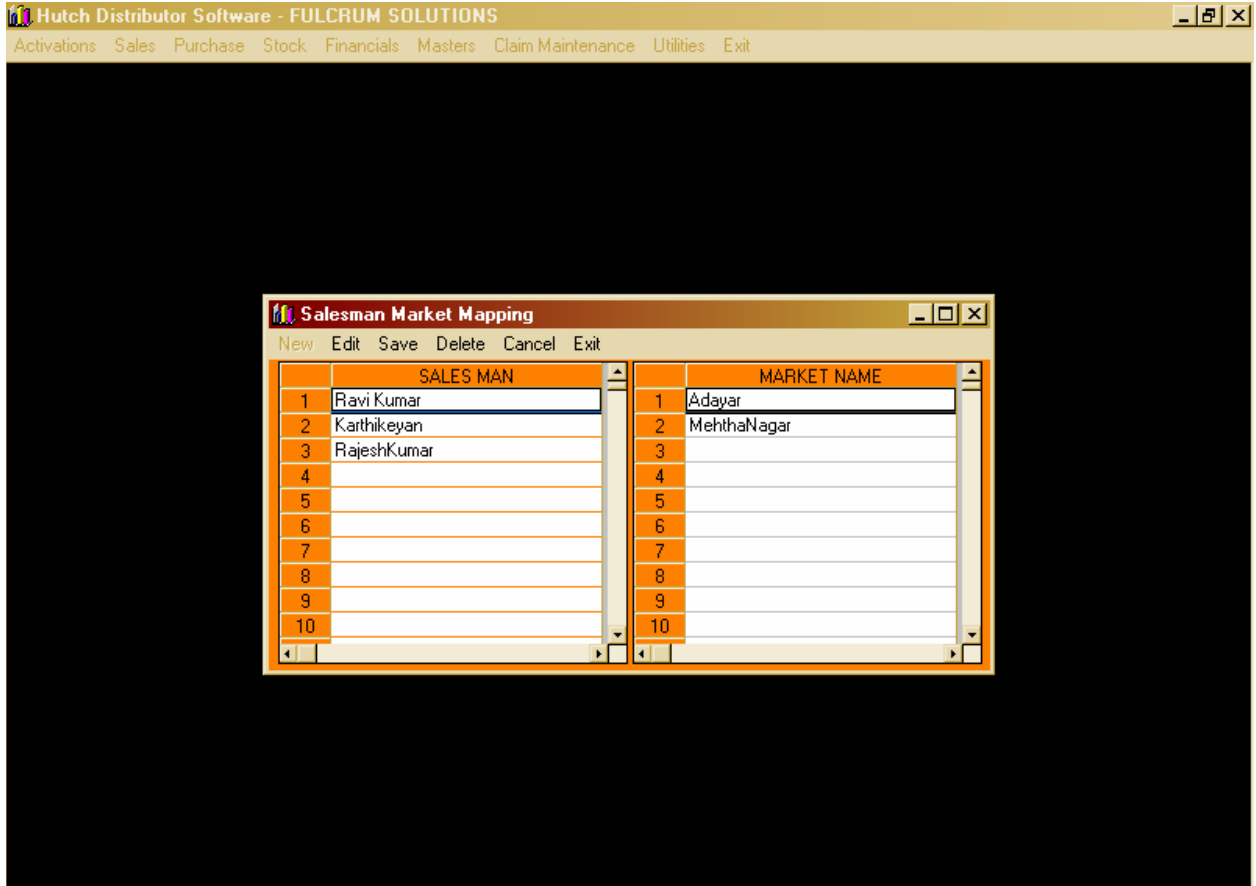
This master captures the various suppliers who supply various items. As for Hutch there will be only one supplier. This master has been retained to make the application flexible to other business as well.

#### 4. Salesman Register



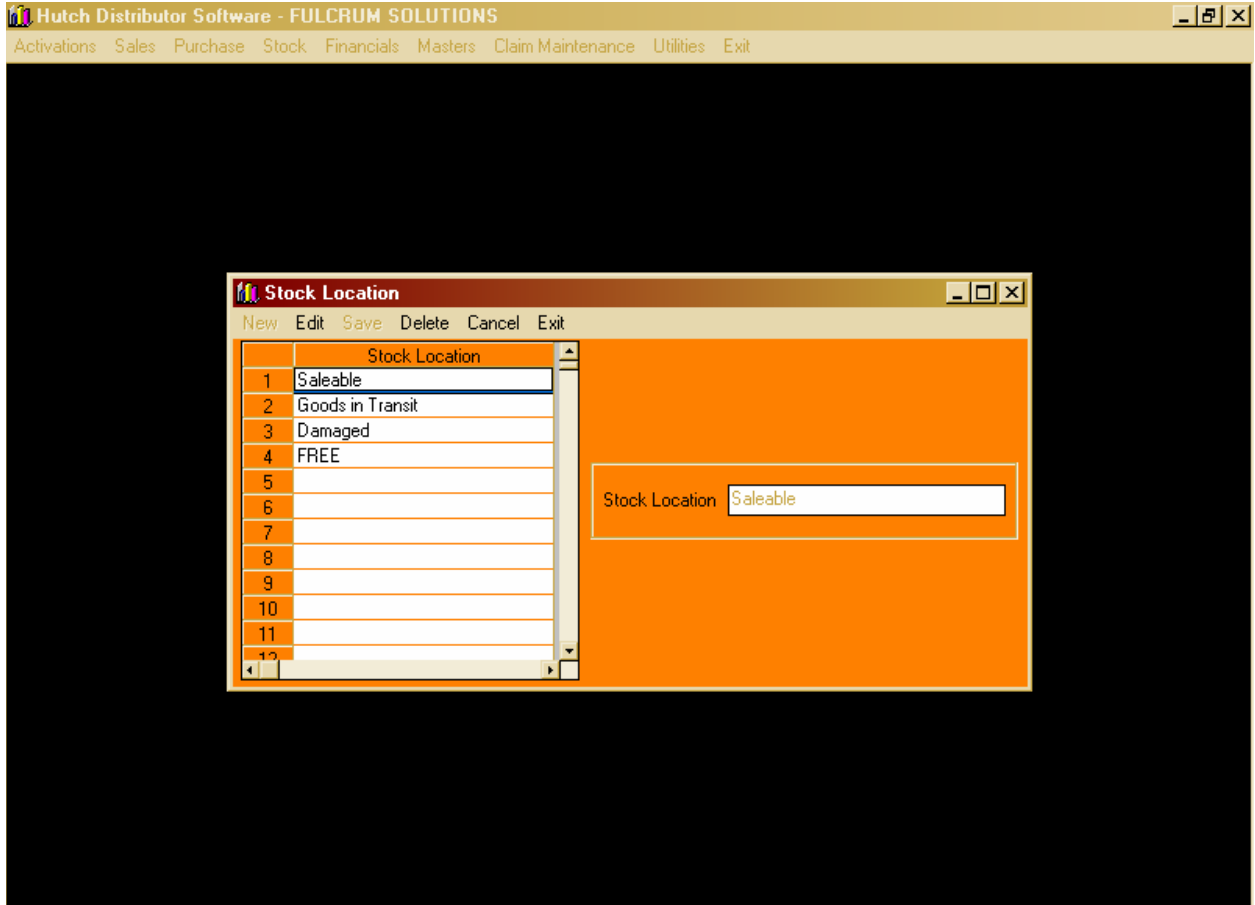
This master captures the various salesmen working for a particular distributor. Each salesman will be identified by a unique salesman code.

### 5. Salesman Market Mapping



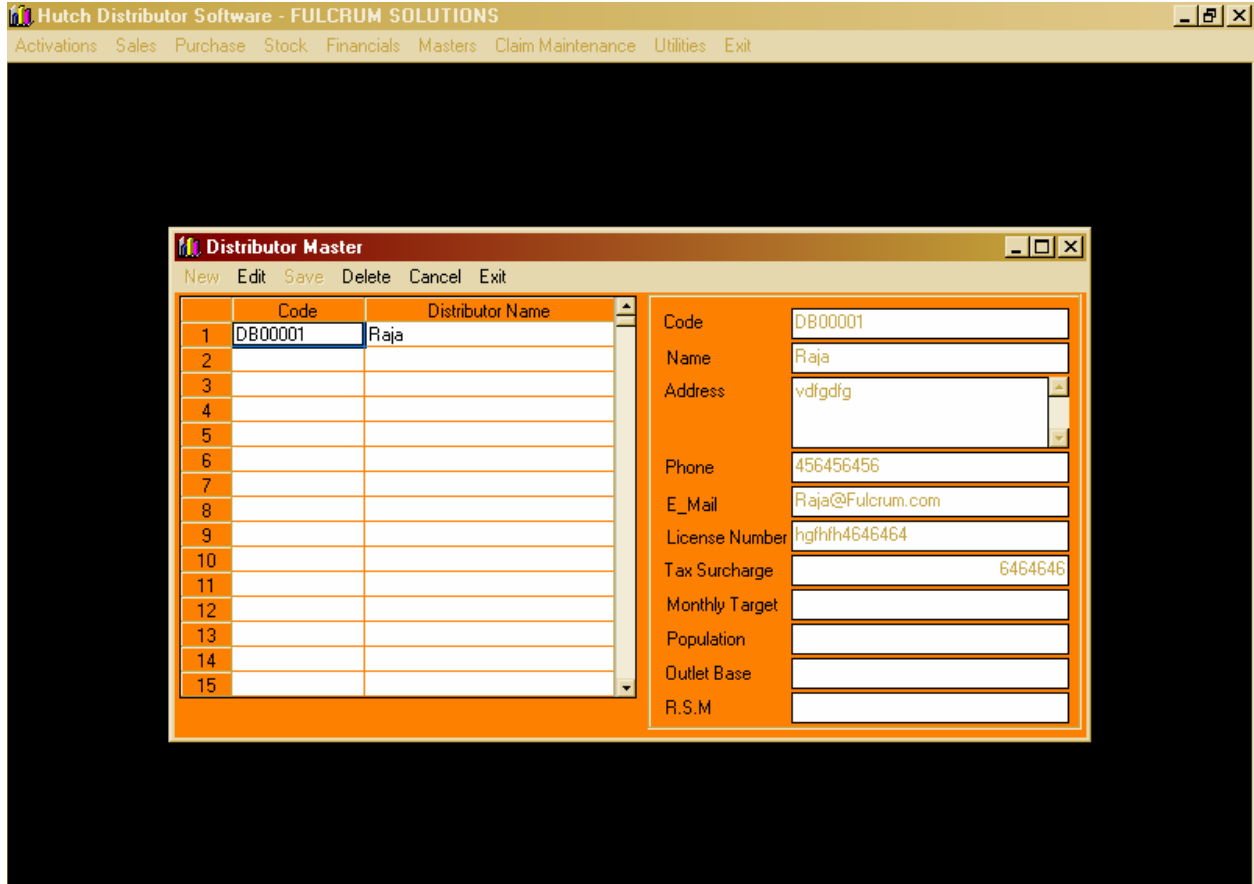
This master maps a particular salesman to one or many markets covered by him.

## 6. Stock Location Register



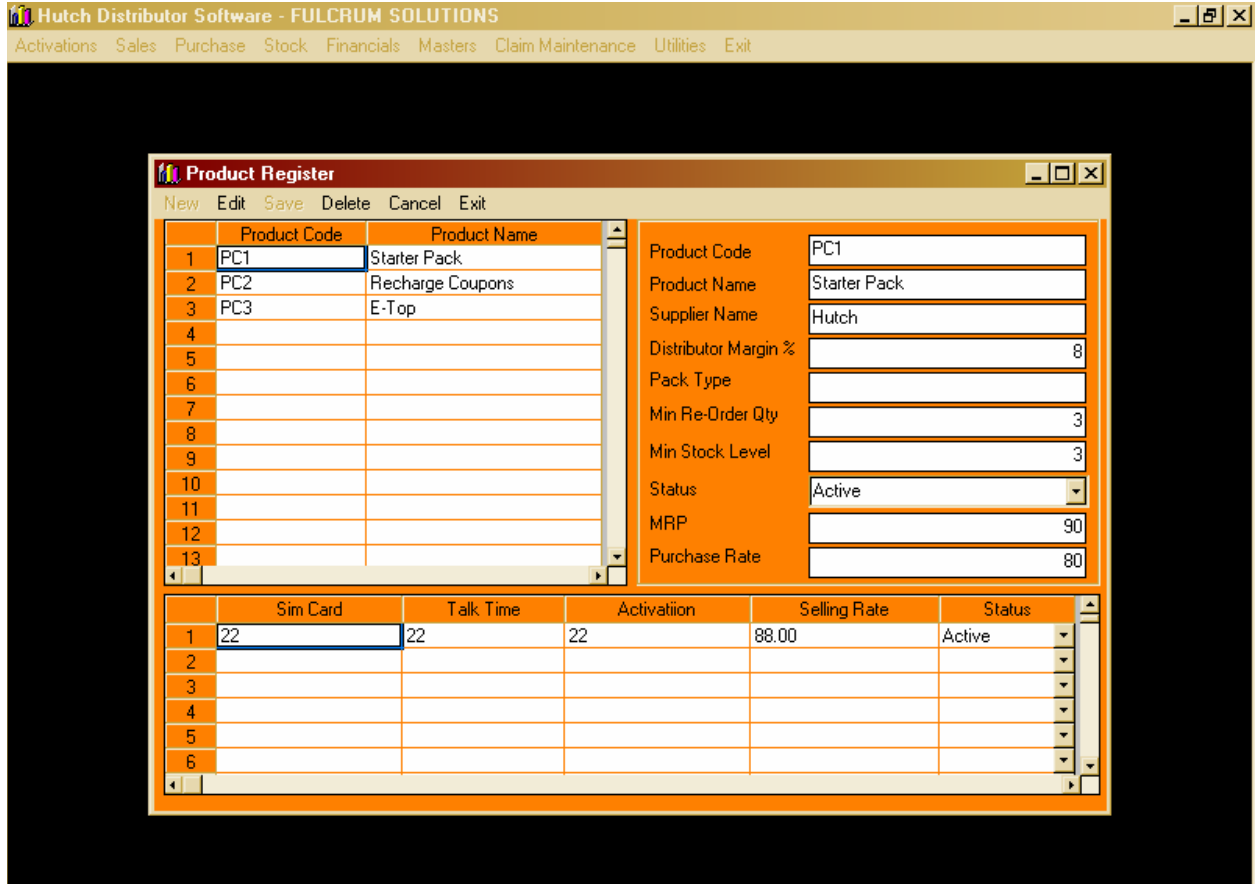
This master captures the various logical stock locations maintained at the distributor godown.

## 7. Distributor Information



This master captures the details of the distributor. Certain details captured here namely the population and the outlet base will be used at the head office to calculate the market coverage.

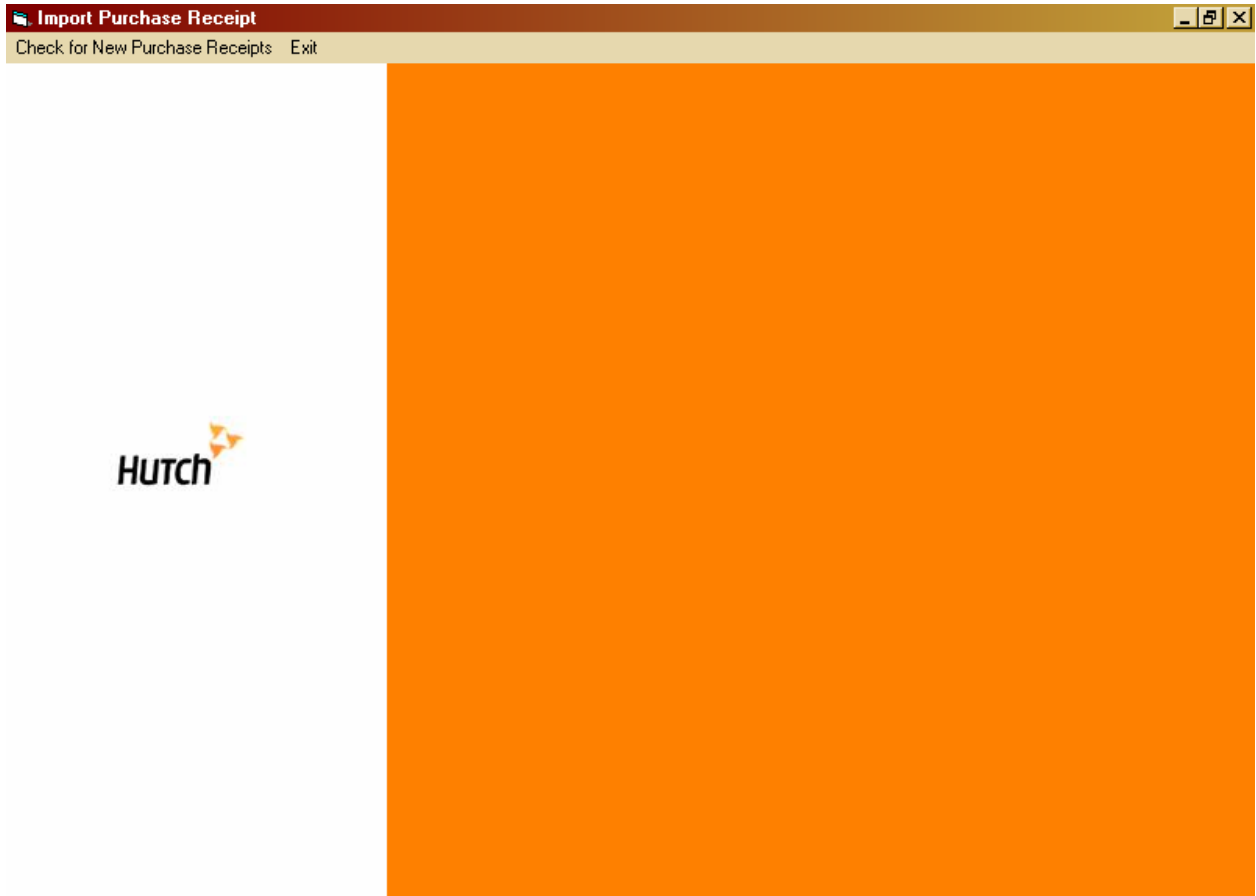
### 8. Product Register



This master captures the various products going to be handled by the distributor. The Products will be identified by a unique product code.

## Purchase

### 1. *Import Purchase Receipt*



The purchases made by the distributor will be downloaded to him via the mail. The head office will mail the Purchase Orders in the form of a excel attachment. The distributor software will automatically read the messages in the inbox and look for a mail with a particular subject. It will then automatically save the attachment of that mail to the hard disk and automatically read the attachment and upload the details to the distributor software. This happens on clicking the “Check for new purchase Receipts” menu option

## 2. Purchase Receipt

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit

**Purchase Receipt**

New Edit Save Delete Cancel Exit

GRN Number: GRN000004 10/10/2005

C.S Number: DC000001 10/05/2005

Invoice Type: Value

SDF/CAF Nos: 123456789 10/06/2005

Mobile No: 9880 Location: Saleable

Distributor: DB00002 Rajavarshan

Supplier Name: Hutch L.S.T. No: PJT/07/1/2682/2001-2002

S.T.C. No: HYD-I/ST/Tel/01/2002 C.S.T. No: CST:PJT/07/1/1986/2001-2002

	Code	Product Name	Qty	Description	Rate	Discount
1	PC1	Starter Pack	10	(1) 180 To 189	80.00	0.00
2	PC2	Recharge Coupons	1	(1) 122 To 122	84.00	0.00
3						
4						
5						
6						
7						
8						

S.P. Details:

Payment Type: [Dropdown]

S.P. No: 987654321 10/06/2005


Cheque No: [Dropdown] 11/08/2005

Bank Name: [Text]

Branch: [Text]

Amount: [Text]

Net Amount: [Text]



The downloaded Purchase Receipts can be viewed individually in the above screen. The purchase receipt no field has a F4 key option which will display all the purchase receipts. The required purchase receipt can be selected and the corresponding details will be populated in the other fields. The stock gets updated from here. The purchase receipts can be of two types one with a value and one without a value. With value is for fresh purchases. Without value is for replacements issued against purchase returns.

### 3. Purchase Return

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit


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**Purchase Return**

New Edit Save Delete Cancel Exit

Purchase Return No: PRT000001    14/04/2005    Location: Saleable  
 Purchase Receipt No: GRN000001    Inv DocRef No: 1234  
 Supplier: Hutch    Reason: afddfsfd  
 Confirm:

	Code	Product Name	Qty	Description	Product Rate	Product Amount
1	PC1	Starter Pack	1.00	23-23	80.00	80.00
2						
3						
4						
5						
6						
7						
8						
9						
10						


 Return Value: 80.00  
 Tax Amount: 22.00  
 Net Amount: 102.00

The returns if any from the market will be captured here. The stock gets adjusted here.

## Sales

### 1. Billing

- **Billing Details**

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit


**Billing**

New Edit Save Delete Cancel Exit

Bill Number: SAL000001    Location: Saleable    Retailer Name: RM Medicals  
 Bill Date: 18/05/2005    Salesman Name: Ravi Kumar    Manual Bill No: 1234  
 Bill Type: Sales    Market Name: Adayar    Confirm:

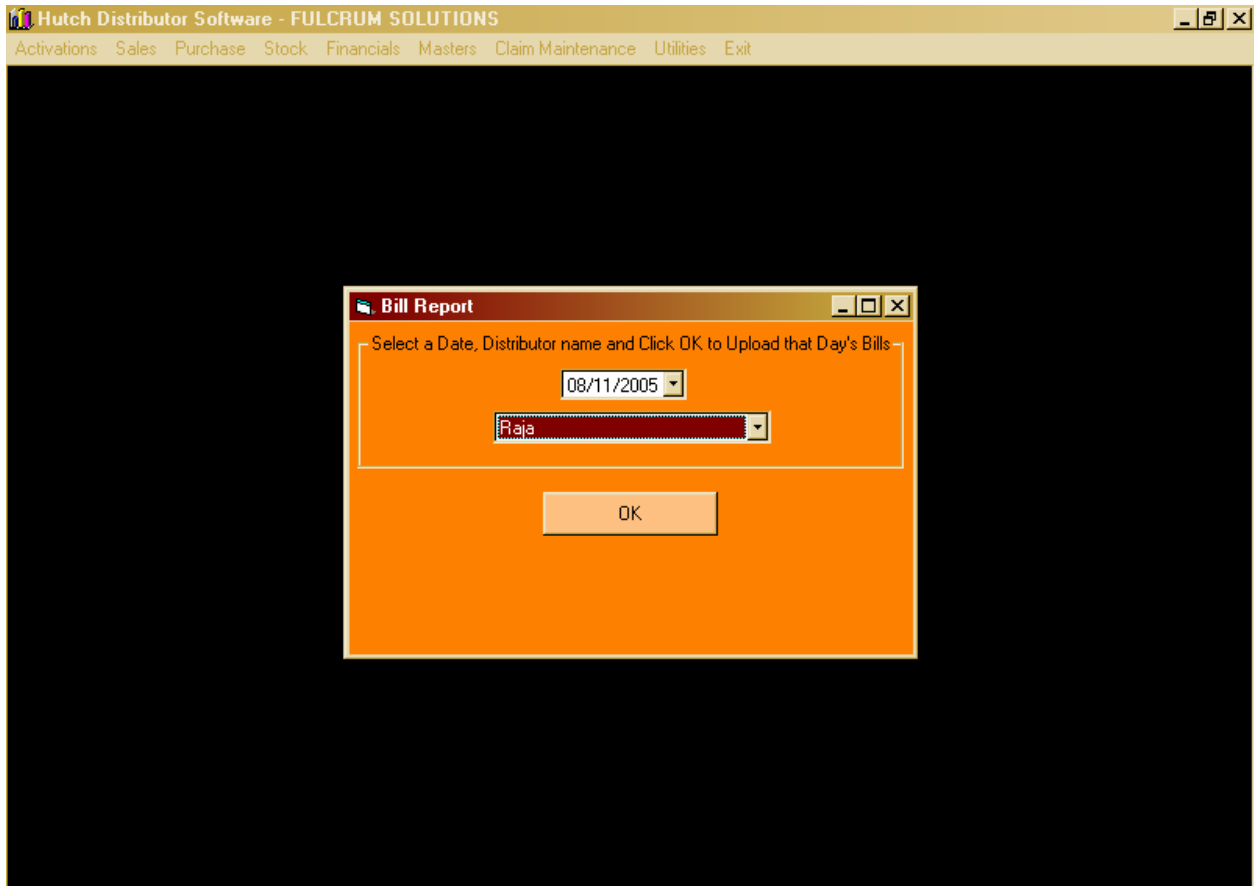
	Code	Product Name	Qty	Desc	Rate	Amount
1	PC2	Recharge Coupons	1	00-00	84.00	84.00
2						
3						
4						
5						
6						
7						
8						
9						
10						

Remarks: Confirmed    Sales Value: 84.00  
 BillStatus: Pending    Other Discount: 22.00  
 Net Amount: 62.00



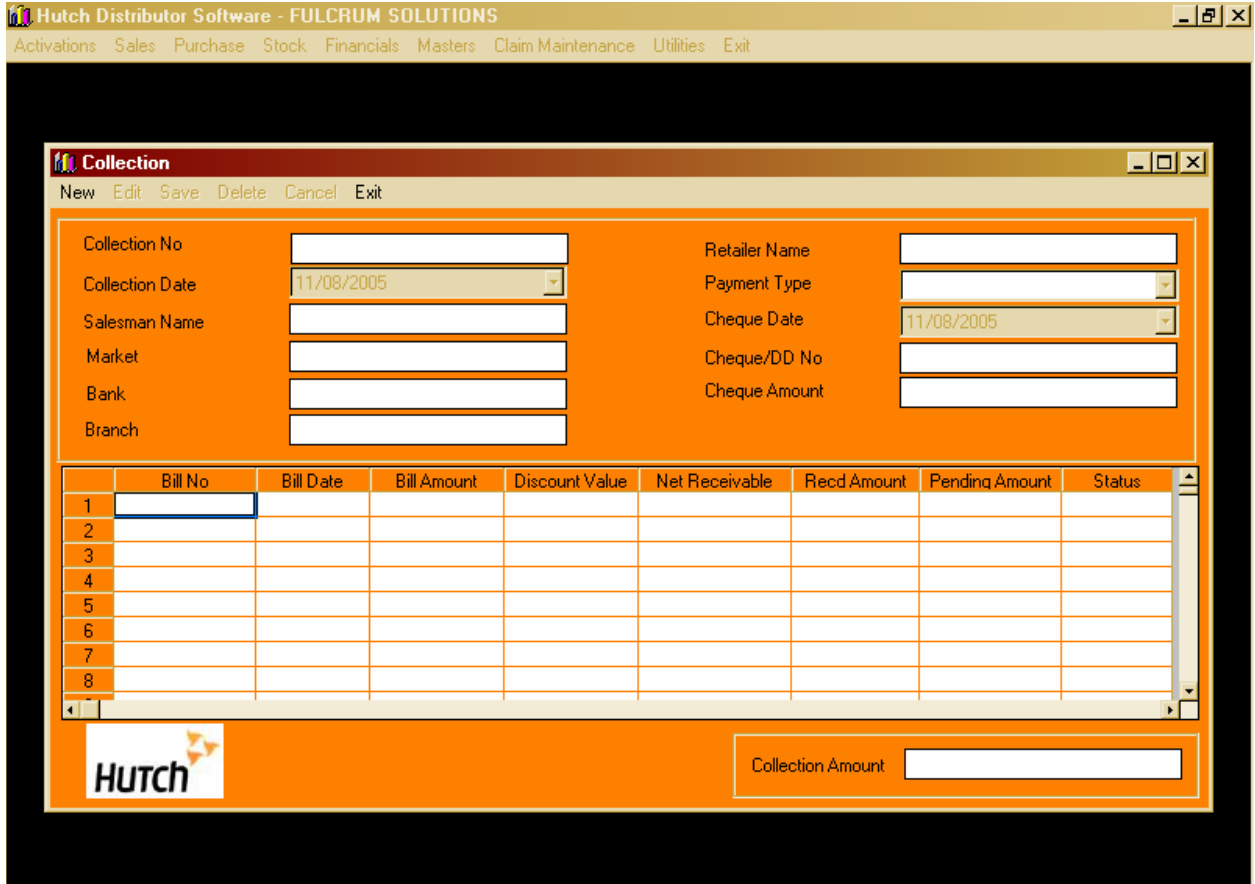
This screen captures all the billing details. On clicking the confirm button the bill is printed and the details are frozen and the stock at the distributor end gets reduced

- *Upload Bills*



This screen allows the bills to get uploaded to the head office system, so that the sales details can be analyzed real time. On entering the date for which the bills need to be uploaded and the distributor name and clicking the “OK” button the bills for the particular date and the particular distributor are taken and saved automatically on to a excel sheet. The excel sheet is then attached automatically to a mail and the mail sent to a predefined mail id. All this is done with just a single click on the ‘OK’ button.

## 2. Collection



The screenshot shows the 'Collection' window within the 'Hutch Distributor Software - FULCRUM SOLUTIONS' application. The window has a menu bar with 'New', 'Edit', 'Save', 'Delete', 'Cancel', and 'Exit'. The main area is divided into two sections: a form for entering collection details and a table for listing bills.

**Collection Details Form:**

- Collection No:
- Collection Date:
- Salesman Name:
- Market:
- Bank:
- Branch:
- Retailer Name:
- Payment Type:
- Cheque Date:
- Cheque/DD No:
- Cheque Amount:

**Bills Table:**

	Bill No	Bill Date	Bill Amount	Discount Value	Net Receivable	Recd Amount	Pending Amount	Status
1								
2								
3								
4								
5								
6								
7								
8								

**Collection Amount:**

The 'Hutch' logo is visible in the bottom left corner of the window.

This screen captures Collection against the bills pending for a particular retailer. A manual collection register is maintained and the salesman updates the system at the end of every day. On selecting a particular Retailer all the pending bills for the particular retailer are listed out. The amount collected is to be entered and based on whether the full amount has been settled or not the status of the bill is updated to “Pending” or “Settled” and the pending amount if any gets updated.

### 3. Market Return

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit

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**Sale Return**

New Edit Save Delete Cancel Exit

Sale Return No: SR000001    20/05/2005    Location: Goods in Transit  
 Bill Number: SAL000001    18/05/2005    Salesman Name: Ravi Kumar  
 Bill Type: Sales    Market Name: Adayar  
 Manual Bill No: 1234    Retailer Name: RM Medicals

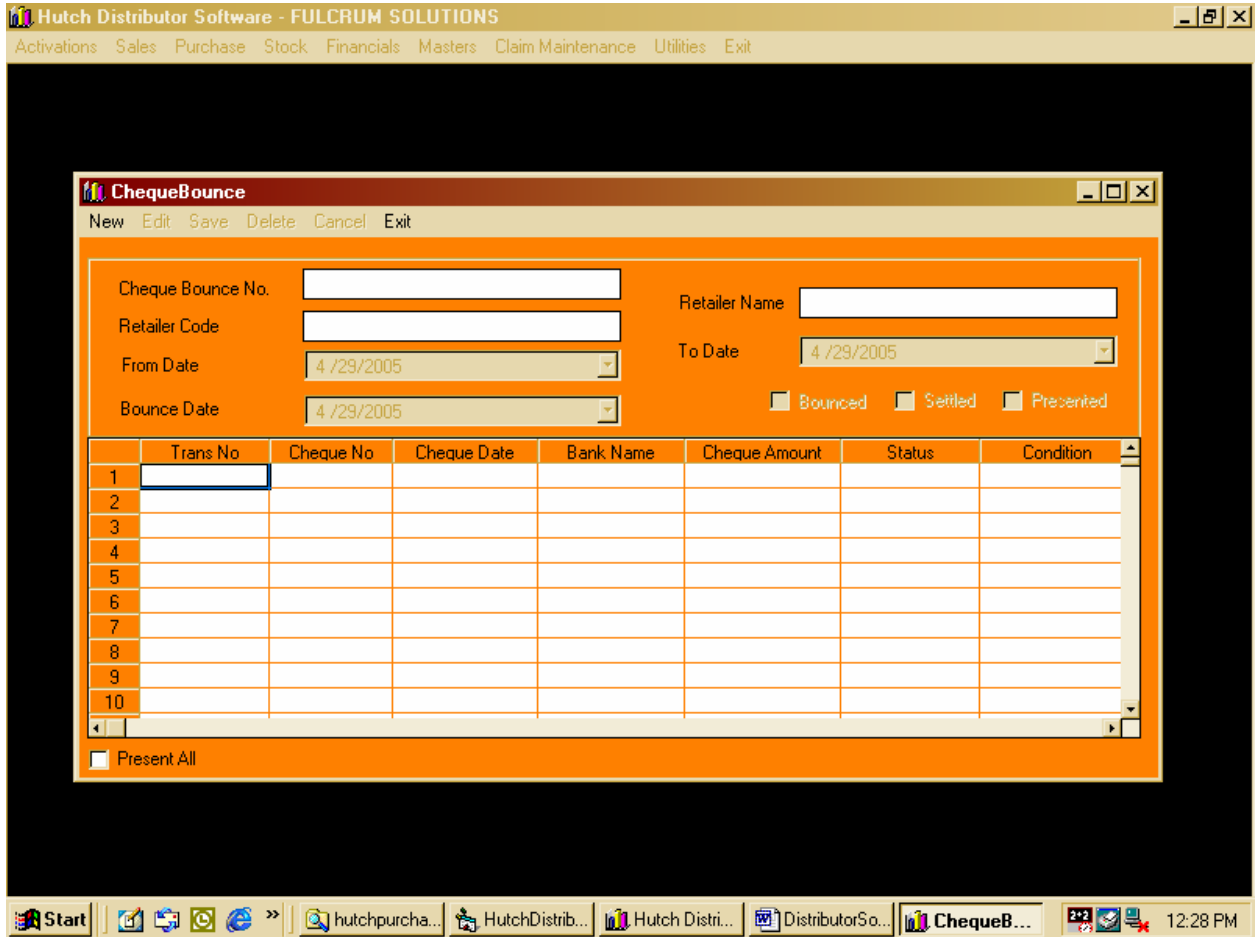
Confirm

	Code	Product Name	Qty	Desc	Rate	Amount
1	PC2	Recharge Coupons	1	00-00	84.00	84.00
2						
3						
4						
5						
6						
7						
8						
9						
10						

Remarks: Confirmed    Return Value: 84.00

The sales return if any from the market is captured in this screen. The stock gets adjusted accordingly

#### 4. Cheque Bounce



The Cheque details and the status of the cheques are captured in this screen.



## Stock

### 1. Inter Location Transfer

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit

**Location Transfer**

New Edit Save Cancel Delete Exit


Location Transfer Number: LTN000001      From Location: Saleable

Location Transfer Date: 19/05/2005      To Location: Damaged

Confirm

	Code	Product Name	Qty	Description	Transfer Rate	Transfer Amount
1	PC1	Starter Pack	1	67-67	80.00	80.00
2	PC2	Recharge Coupons	1	68-68	84.00	84.00
3						
4						
5						
6						
7						
8						
9						

Remarks: 1234      Total Value: 164.00



The manipulation of stock from one logical location to another is done through this screen.

## 2. Stock Adjustment

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit

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**Stock Adjustment**

New Edit Save Cancel Delete Exit

Reference No: ST0001    19/05/2005    Location: Saleable  
 Transaction Type: Plus    Distributor: geroege  
 Confirm:

	Code	Product Name	Qty	Description	Rate	Amount
1	PC1	Starter Pack	1	12-12	80.00	80.00
2						
3						
4						
5						
6						
7						
8						
9						
10						

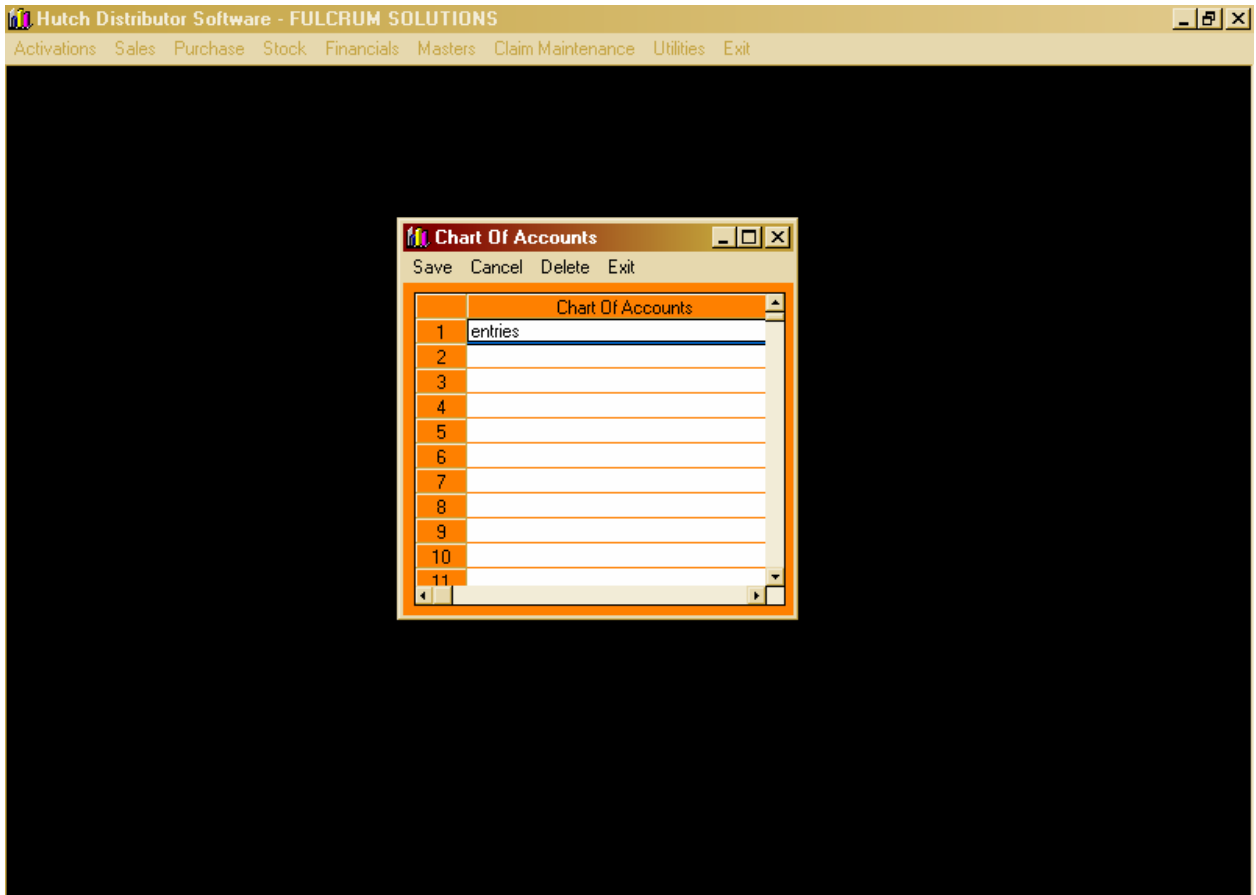
Hutch

Remarks: 1234    Total: 80.00

The adjustment of stocks for whatever reasons like damaged, pilferage, lost in transit etc is done through this screen.

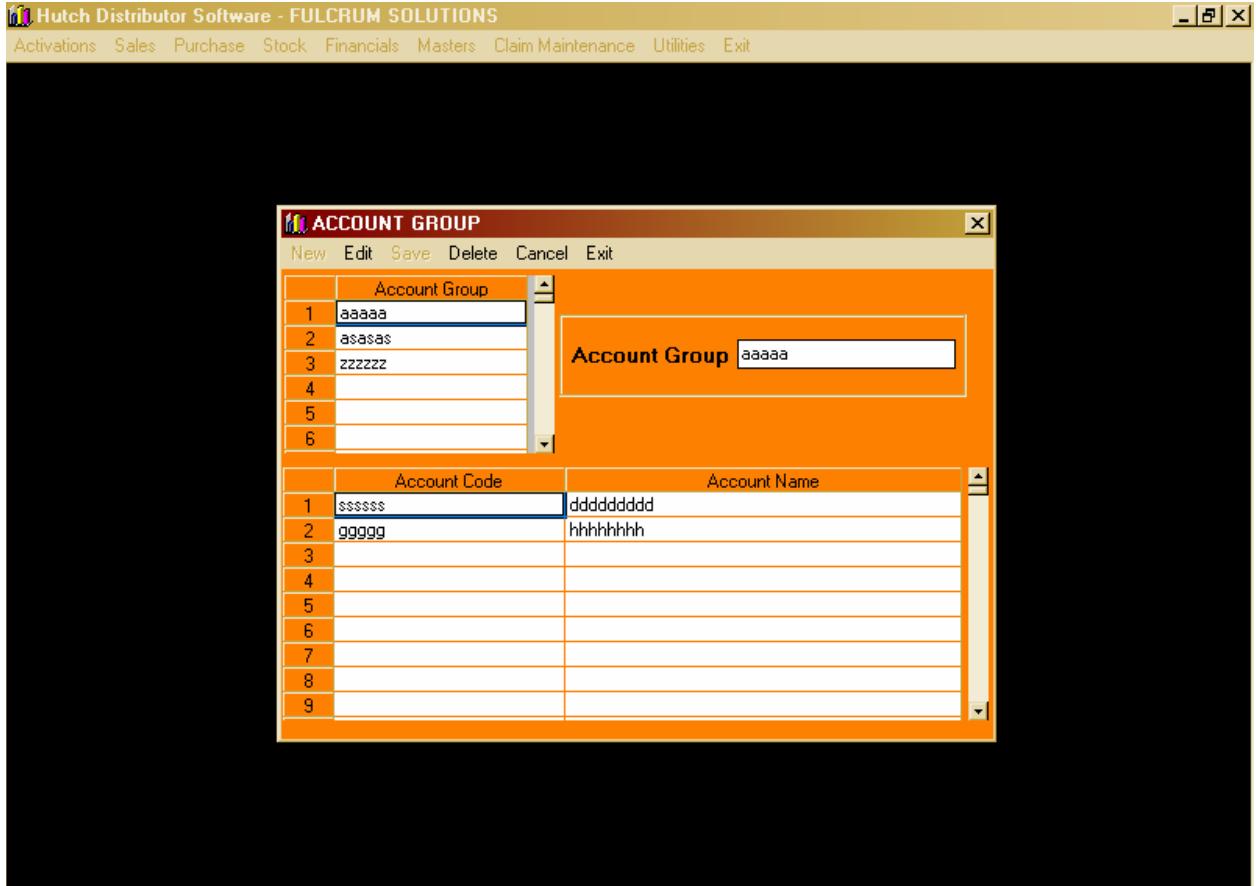
## Financials

### 1. *Chart Of Accounts*



This master captures all the available Account Heads.

## 2. Account Group



This screen maintains all the available Account Groups and the Account heads under each account group.

### 3. Voucher Entry

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit

**Voucher Maintenance**

New Edit Save Delete Cancel Exit

Voucher Type:  Fiscal Year:

Voucher Refr:  Fiscal Period:

Voucher date:

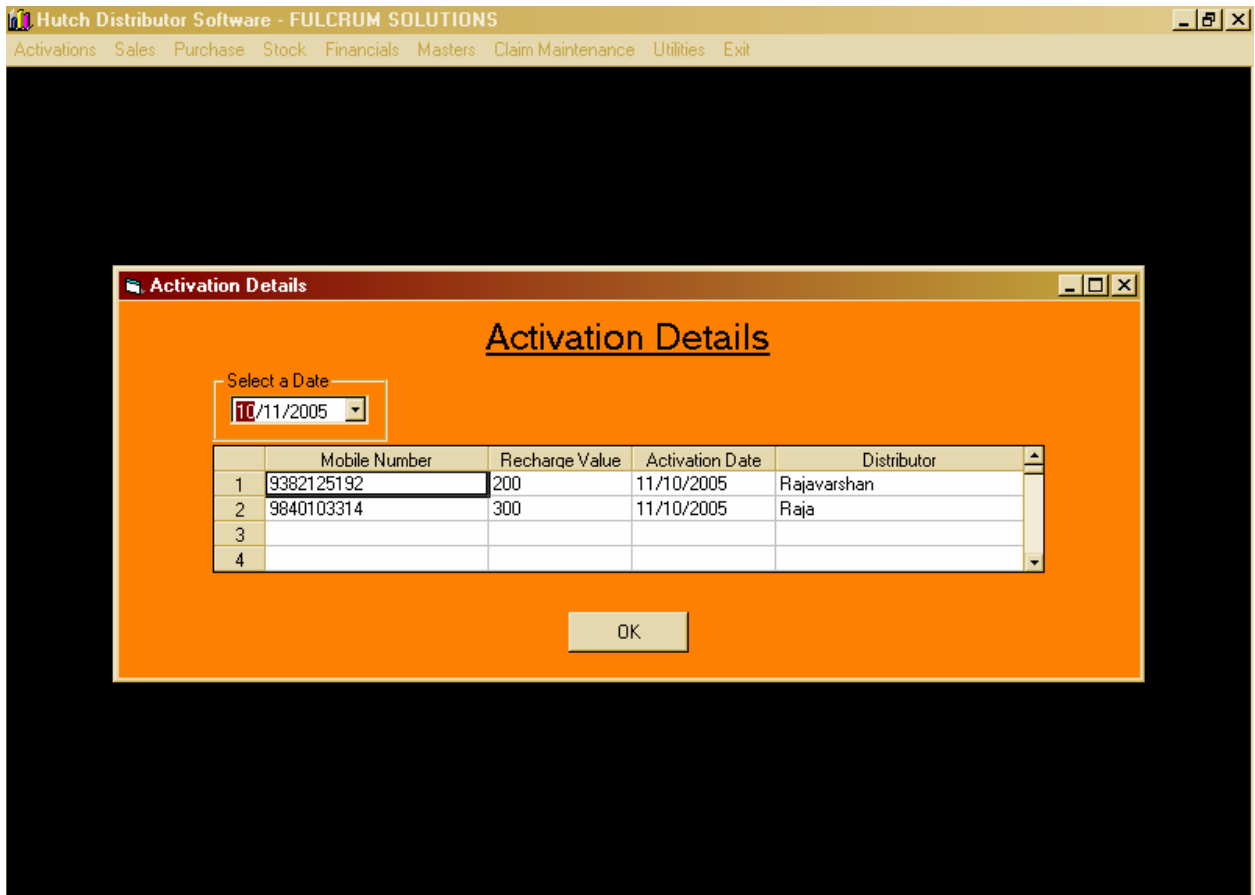
	A/C code	A/C Name	Credit	Debit
1	343	Raja	343434	343434
2				
3				
4				
5				
6				
7				
8				
Total			343434	343434

Particulars:

Vouchers can be entered through this screen

## Activations

### *Activation Details*



All the activations from the activation server get downloaded to the distributor.

## Claim Maintenance

Hutch Distributor Software - FULCRUM SOLUTIONS

Activations Sales Purchase Stock Financials Masters Claim Maintenance Utilities Exit

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**Claim Maintenance**

New Edit Save Cancel Delete Exit

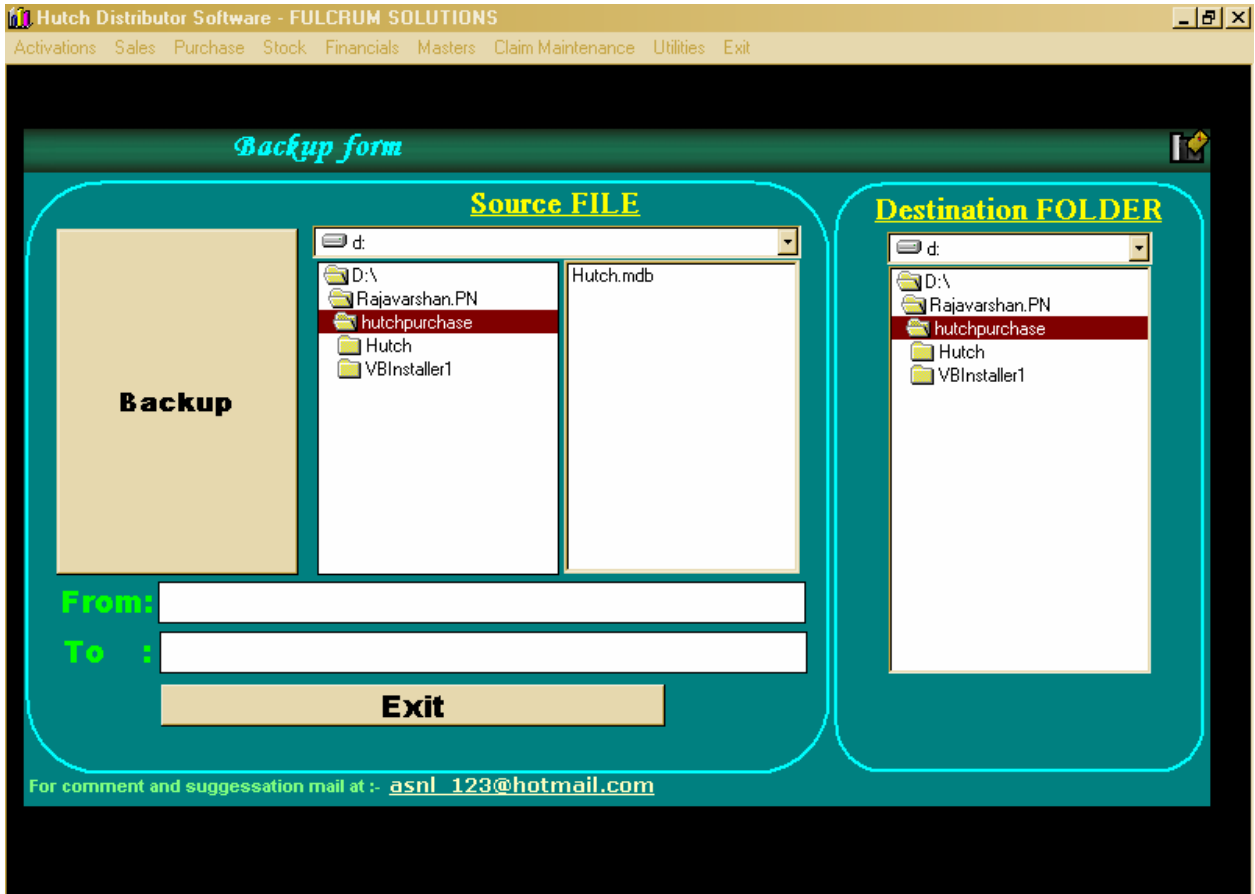
Claim No	<input type="text" value="12q"/>	Received	<input type="text" value="12"/>
Creation Date	<input type="text" value="5 /21/2005"/>	Spent	<input type="text" value="12"/>
Budget	<input type="text" value="123"/>	Balance	<input type="text" value="0.00"/>
		Status	<input type="text" value="Pending"/>

Details Of Amount Received				Details Of Amount Spent			
	Payment Refr No	Date	Amount		Sch No	Date	Amount
1	qw12	2/12/2002	12.00	1	AS13	2/2/2003	12.00
2				2			
3				3			
4				4			
5				5			
6				6			
7				7			
8				8			
9				9			
10				10			

Any marketing expenses or any other expenses incurred by the distributor on account of the company can be claimed through this screen.

## Utilities

### 1. Backup



Database backups can be done regularly through this screen

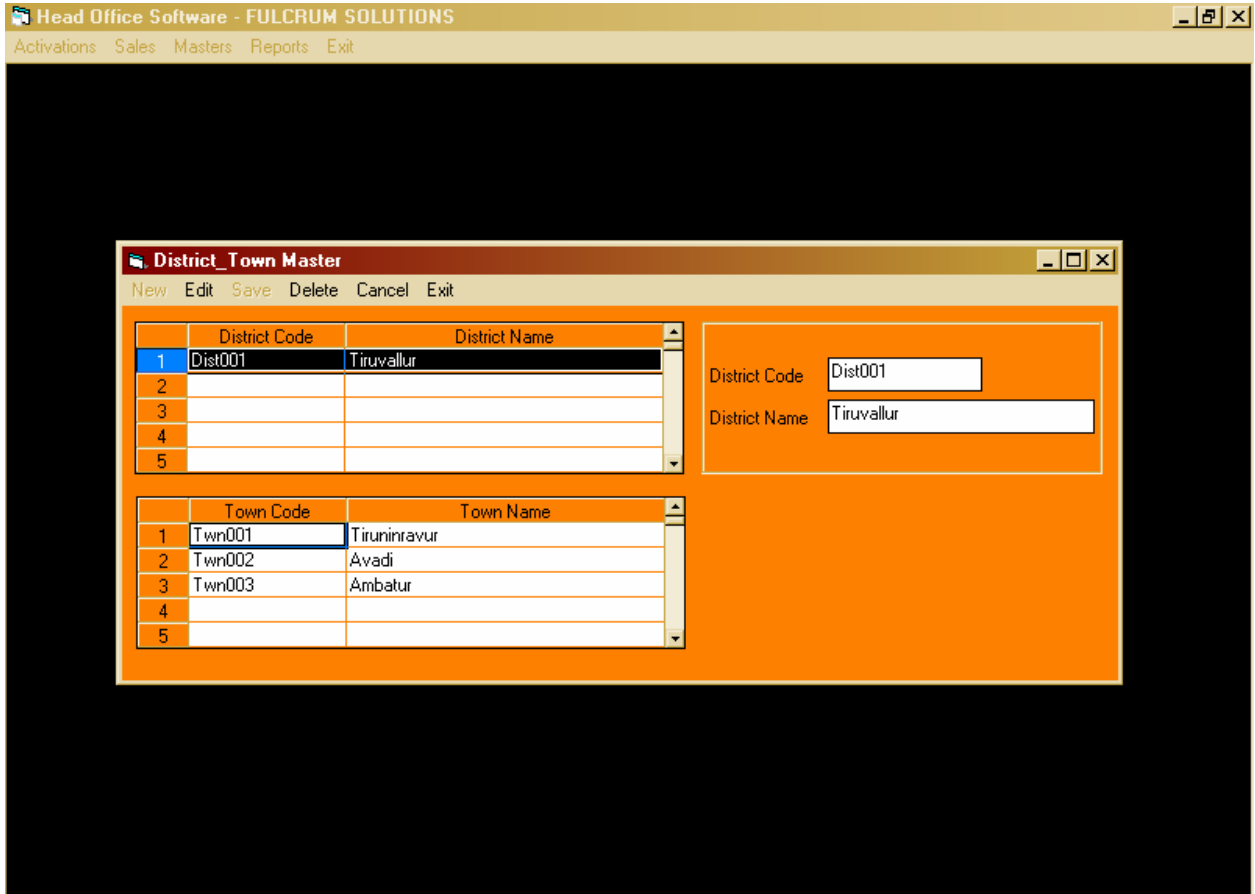
### 2. Send Mail

Mails can be sent through this option

**SCREEN SHOTS OF OUR SOFTWARE AT THE HEAD OFFICE:**

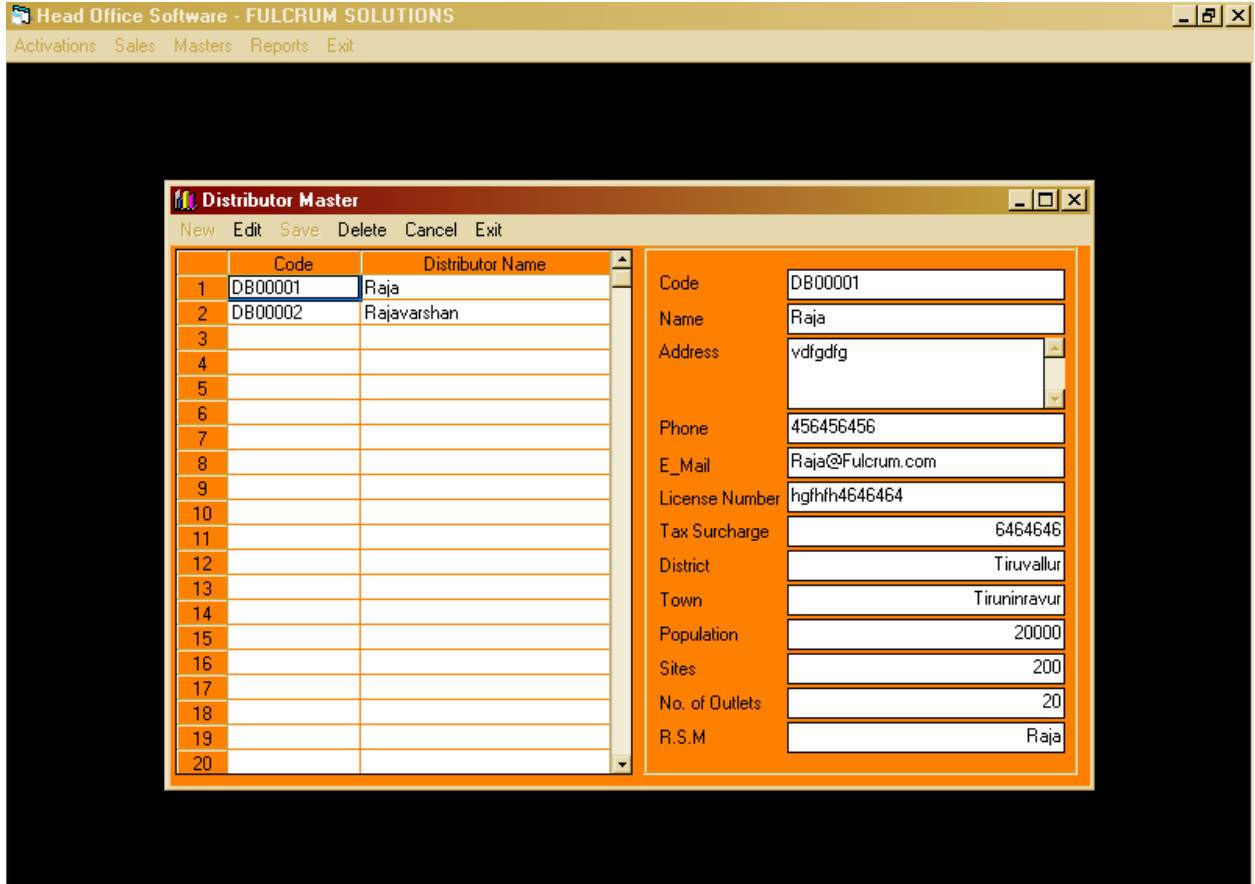
**Masters**

***1. District-Town Master***



This screen captures the district town hierarchy of Hutch's operations

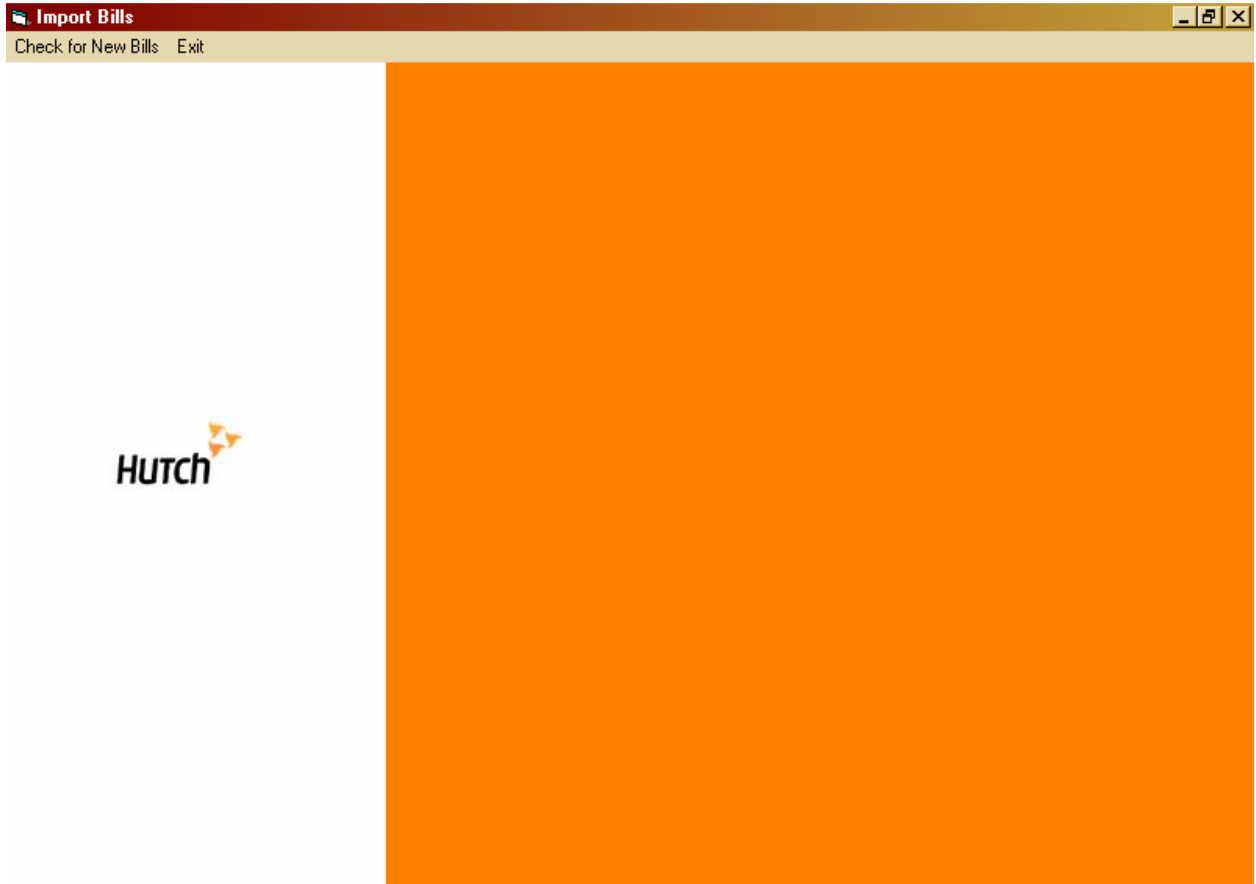
## 2. Distributor Master



This screen captures all the distributors appointed by Hutch. Each distributor is uniquely identified by a distributor code.

## Sales

### 1. *Import Bills*



The daily sales or billing of the distributors gets uploaded through this screen

## 2. Invoice

Head Office Software - FULCRUM SOLUTIONS

Activations Sales Masters Reports Exit

**Invoice / Delivery Challan**

New Edit Save Delete Cancel Exit Send Mail

C.S Number  11/08/2005  Distributor

Invoice Type

SDF/CAF Nos  11/08/2005

Mobile No

Supplier Name  L.S.T. No

S.T.C. No  C.S.T. No

	Code	Product Name	Qty	Description	Rate	Discount
1						
2						
3						
4						
5						
6						
7						
8						

S.P. Details:

Payment Type

S.P. No.  11/08/2005


Cheque No.  11/08/2005

Bank Name

Branch

Amount

Net Amount



The purchases made by the distributor are created through this screen and downloaded to the distributor.

### 3. Monthly Target

Head Office Software - FULCRUM SOLUTIONS

Activations Sales Masters Reports Exit

**Monthly Target**

Specify a Year: 2005

Select a Distributor: Raja

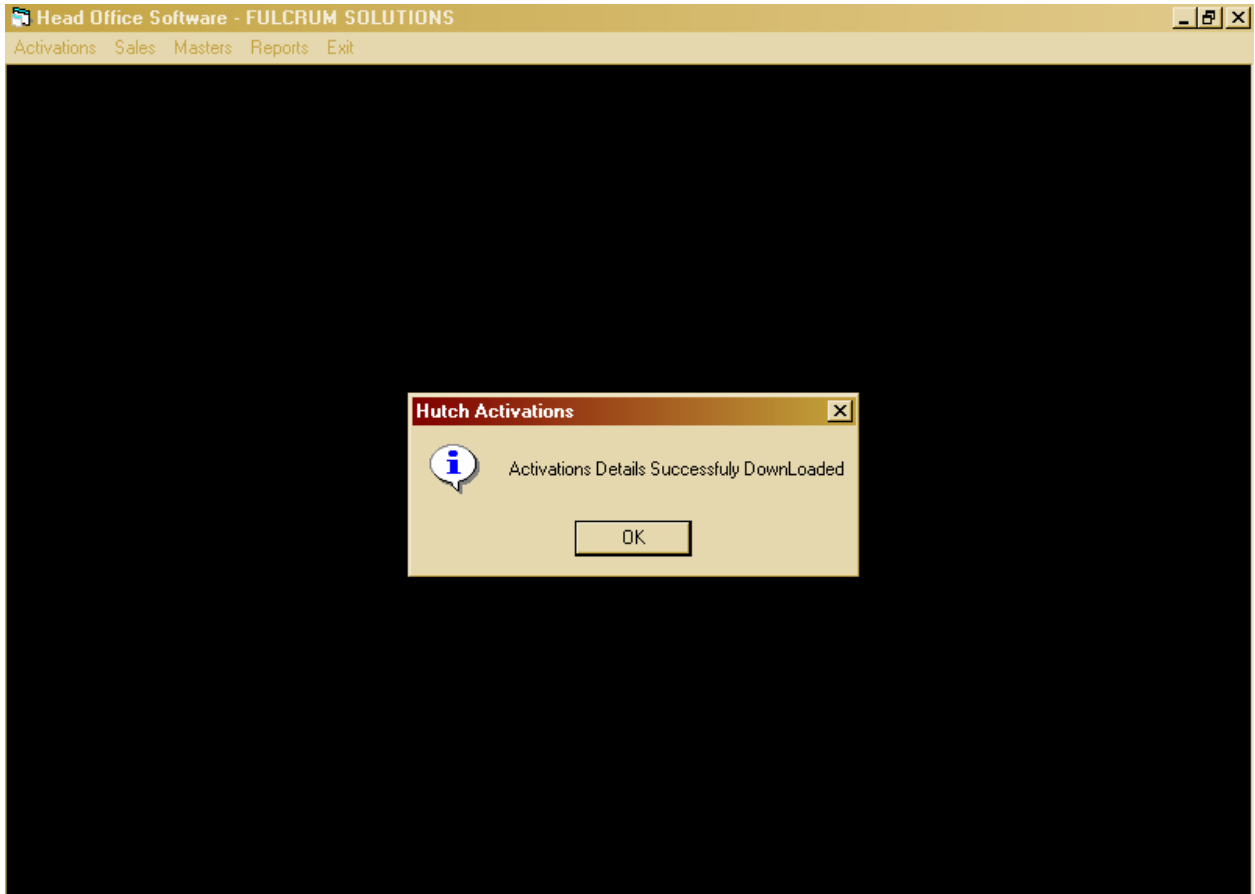
	Products	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Starter Pack	100	125	150	175	200	225	250	275	300	325	350	375
2	Recharge Coupons	0	0	0	0	0	0	0	0	0	0	0	0
3	E-Top	0	0	0	0	0	0	0	0	0	0	0	0
4													
5													
6													
7													
8													
9													
10													
11													
12													
13													
14													
15													

Cancel OK Exit

The month wise targets for each distributor for all products sold by him are entered here.

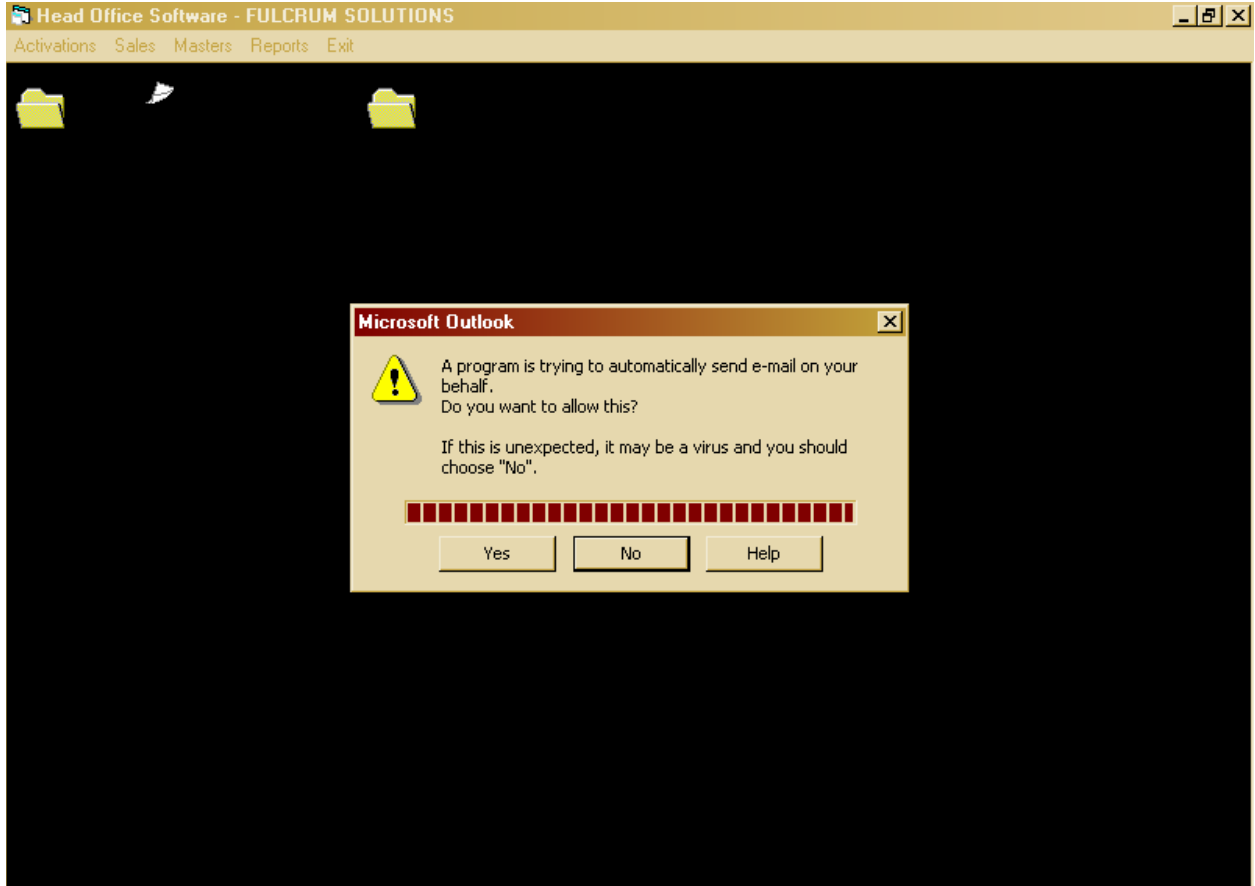
## Activations

### *1. Import Activations*



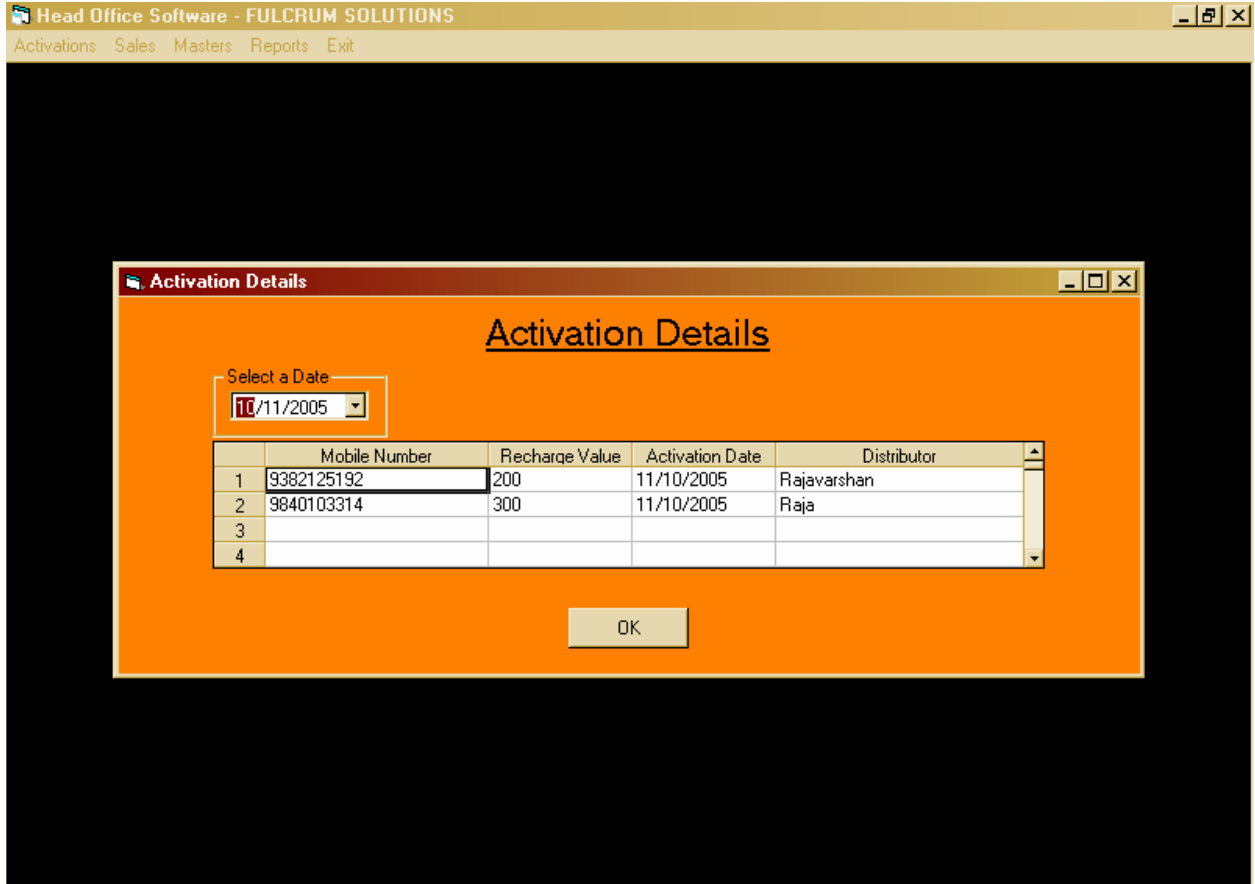
The activations from the activation server get uploaded through this screen so the actual sales can be measured.

## 2. Upload Activations



The activations are uploaded to distributor through this screen.

### 3. Activation Details



The downloaded activations from the activation server can be viewed through this screen.

#### SUMMARY

The downstream supply chain automation of Hutch (AP circle) prepaid distributors is achieved by a slew of solutions powered by fulcrum solutions.

The data consolidation is done through the distributor application and head office application.

The analysis of the data thus consolidated is achieved by the fulcrum sales analyzer.

*(Separate PowerPoint attached)*