

sify'



We put control in your hands.

Over stocking or under stocking at the distributors or at the retailers end created problems of supply.

Improper integration meant lack of visibility across the supply chain, leading to inaccurate market predictions and losses.

There was pressure to meet rising customer expectations, reduce supply chain costs, outperform competitors and to capture market share.

Till now managing the complexities of product diversity and volume across vast distribution chains posed a challenge.

Until now.

Presenting **Forum**TM

Complete control at your fingertips

Now you can bid goodbye to the problems of managing your supply chain. ForumTM is here.

ForumTM is powerful and revolutionary software developed by sify Technologies - one of India's leading integrated Information Communications Technology providers.

ForumTM is designed to give organizations complete control of forward supply chain management across the vastest network.

sify knows and understands India. That's why ForumTM is the way it is - robust, reliable and with strong capabilities required for Indian businesses.

How does Forum work?

ForumTM has an in-built Inventory Management and Financial Accounting software that members of the distribution network can use to perform their routine operations. It automates sales force operations using its mobility solution for order tracking, market surveys, etc.

ForumTM connects the principal company with their supply chain members through the Internet. Vital business documents and notifications like New Products, Price revisions, Schemes, Purchase Orders, Invoices, Sales, Stock and Outstanding Statements etc. can be exchanged easily with the principal company electronically enabling two way communications.

Further, ForumTM can also be integrated with any ERP through appropriate Middleware.



Who is Forum ideal for?

Forum™ can be deployed by organizations ranging from small to large distribution networks. It runs on commonly available PC configurations and uses dial-up Internet connectivity for periodic data interchange.

FMCG companies, Pharmaceutical companies, Consumer durable manufacturers, Breweries, Petroleum product companies, Electrical and Electronic goods manufacturers, Engineering goods companies, Automotive spares after-market are some of the industries that can benefit from the power of Forum™.

What does Forum offer?

Flexible applications Built on best of technologies, Forum™ is offered on both web based and client based model enabling the principal company to choose the right model for their distribution network depending on the connectivity & infrastructure.

Complete control There is complete control over distribution chain to ensure no out-of-stock incidence, reduced inventory and operational costs and increased efficiency.

Streamlining of processes When you implement Forum™, there is seamless real-time synchronization with every participant in the distribution chain. With complete visibility of supply chain data becomes accessible and accurate thereby ensuring sustainable processes, quick response to customer needs with greater levels of efficiency and flexibility.

Utilization of resources It enables the optimization of production by analyzing the forecast of market demand, leveraging real-time market information and planning according to it.

Swift response. Forum™ enables you to make the most of dynamic market conditions and respond swiftly with product revisions, schemes, price revisions, etc., seamlessly across all regions.

Strong reach By integrating and connecting mobile hand-held devices to the main system, Forum™ extends the supply chain to offer unprecedented reach and enhance sales team productivity.

Greater efficiency Forum™ decreases the time spent on generating reports by the distributor network, leading to a more productive sales force.

Easily adaptable Forum™ can be tailor-made to meet the most challenging of business requirements. In a country as diverse as India this translates into a huge advantage.

Exceptional reach With a strong presence in 500+ cities, Forum offers you access even in remote locations.

A host of benefits for principal companies

Complete visibility of supply chain across geographies ■ Secondary sales & stock ■ Market penetration
No excess stock or stock out situation ■ Offered on web based / client based model ■ Dynamic promotional role outs ■ Mobility solutions for sales force

Ideal for distributors

Automated workflows of all business processes ■ Optimum inventory ■ Electronic management of claims and complaints ■ Improved productivity with less paper work

About sify

sify is among the largest Managed Enterprise and Consumer Internet Services companies in India. It offers end-to-end solutions with a comprehensive range of products delivered over a common telecom data network infrastructure reaching 500+ cities and towns in India.

The Company's primary focus is Corporate Services, and includes corporate connectivity, network and communications solutions, security, network management services, enterprise applications and hosting.

An ISO 9001:2000 certification endorses sify's excellence as a service provider for network operations, data center operations and customer support, and for provisioning of VPNs, Internet bandwidth, VoIP solutions and integrated security solutions. sify is also ISO 27001 certified for Internet Data Center operations.

The company has licenses to operate NLD (National Long Distance) and ILD (International Long Distance) services and offers VoIP back haul to long distance subscriber telephony services.

sify has the distinction of being India's first enterprise managed services provider to launch a Security Operations Center (SOC) to deliver managed security services. A host of blue chip customers rely on sify's corporate service offerings.

To effortlessly manage your supply chain contact us for pilot testing of Forum.

Reach us at forum@sifycorp.com or call at **1860 345 7439**

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