

A Case Study:

**Downstream Supply Chain
Management Solution based on
Outreach[®] Enterprise**

For Ooredoo Myanmar

The Client:

The Ooredoo logo consists of the word 'ooredoo' in a lowercase, sans-serif font. Each letter is contained within a red circle, and the circles are arranged in a slightly overlapping horizontal line.

- Ooredoo is a leading international communications company delivering mobile, fixed, broadband internet and corporate managed services.
- Ooredoo has a presence in markets such as Qatar, Kuwait, Oman, Algeria, Tunisia, Iraq, Palestine, the Maldives, Myanmar and Indonesia.
- The company was named “Most Innovative Company of the Year – MEA Region” at the 2015 International Business Awards.
- The company reported revenues of USD 8.8 billion in 2015 and had a consolidated global customer base of 117 million as of 31 December 2015.

The Solution Team

- A partnership between Tech Mahindra and Ubq Technologies



- Responsibilities:

TechM

Customer interfacing including contractual management and project management

Telecom domain expertise for solution architecting and integrating with other systems

Ubq

Defining scope of delivery

Configuration, customization and delivery of the product

Implementation and training

L2 and L3 Support

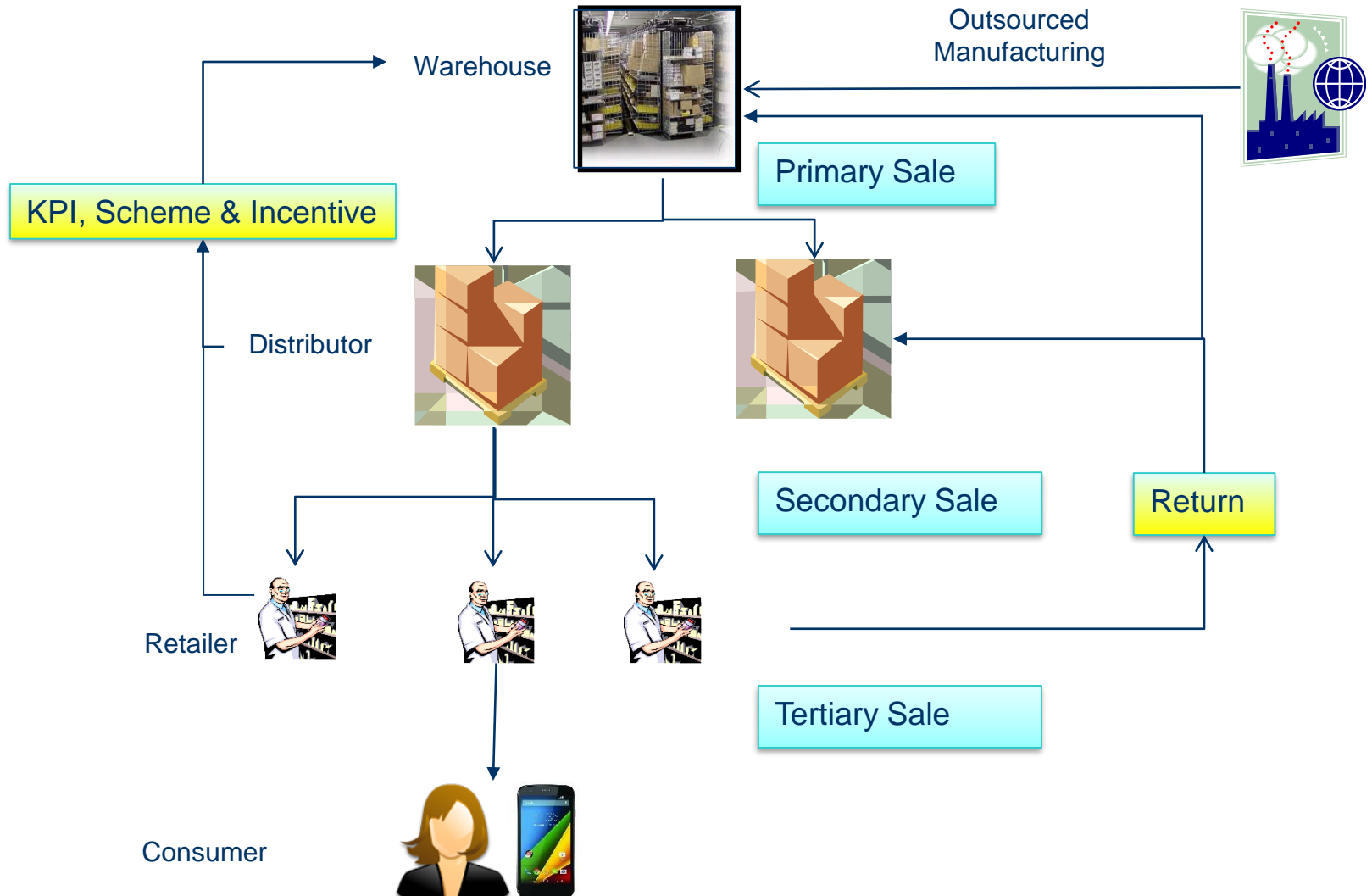
The Challenges

- Ooredoo Myanmar (OM) launched mobile services in Myanmar in 2015.
- As a new market entry, OM planned to build effective and sustainable distribution channels.
- OM wished to implement distribution tracking system superior to their existing Sales Tracking System (STS), which will enable them:
 - Complete visibility of supply chain, including stocks and sales,
 - Effective categorisation of Dealers, and
 - Direct commission payment to Dealers

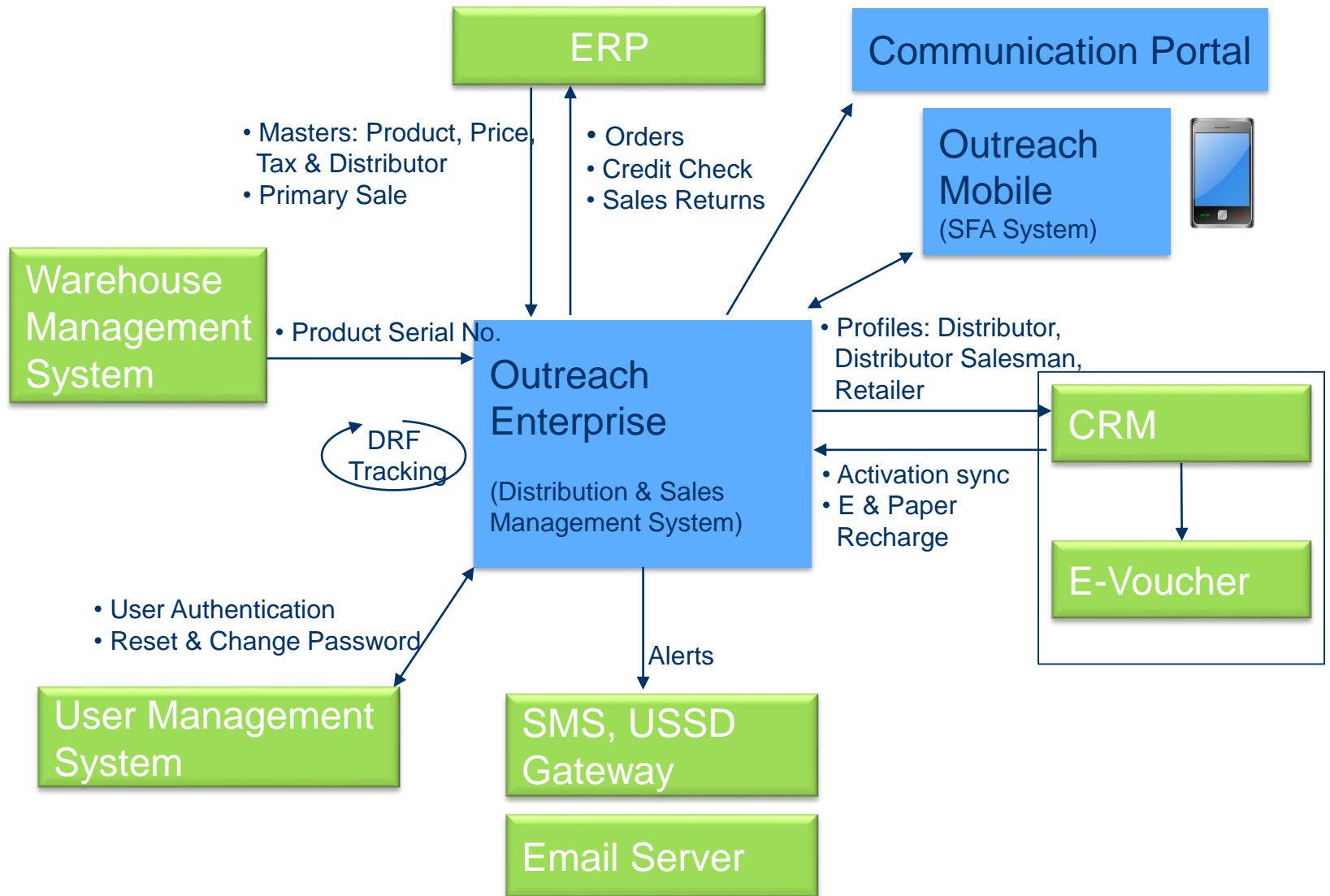
The Solution

- TechM and Ubq team offered a solution in 2015 based on Outreach Enterprise and Outreach Mobile
- The solution was integrated with OM's ERP (SAP), CRM and User Management (USM) systems
- Outreach Mobile App empowered the sales force *on the go*
- A Communication Portal was built to give management level dashboard
- The solution roll out was completed in 6 months

Business Processes Covered



Solution Overview



Modules Implemented

- The scope of the solution was arrived at after study of requirements with OM business stakeholders.
- The following modules of *Outreach*TM Enterprise are implemented in OM:
 - ❑ Product and Price Management
 - ❑ Channel and Profile Management
 - ❑ Route and Visit Management
 - ❑ Order Management and Replenishment
 - ❑ Secondary Sales and Return Management
 - ❑ Inventory Management
 - ❑ KPI, Schemes and Incentive Management
 - ❑ Users Management

The Benefits

- *Outreach*[®] brought in much needed visibility and control over distributors stock and sales
- Increased the success rate of marketing and sales strategies by basing them on actual sales data – online and accurate
- Allowed KPI, Scheme and Incentives to be centrally defined and automatically calculated
- Order processing and replenishment at distributors helped production planning and largely removed stock-outs at distributors

The Technologies

- *OutReach*[™] Enterprise is designed on Java/J2EE technology
- *OutReach*[™] Mobile runs on Android platform
- It has 3-tier architecture - the user interface is any web-browser
- It is platform neutral – runs on Windows and Linux
- The system runs on Oracle WebLogic application server and Apache web server
- In the backend, uses Oracle database management system

Ubq Technologies

...orchestrating Intelligence!