



**ubq**  
technologies

## **Case Study**



# Enhancing Distribution and Sales Management for Ooredoo Myanmar



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# Introduction:

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Ooredoo, a prominent international communications company, offers a wide range of services, including mobile, fixed, broadband internet, and corporate managed services. Operating in various markets across Asia and Africa, Ooredoo has garnered recognition for its innovative approach and significant global customer base. With revenues reaching USD 8.8 billion in 2015, the company is known for its commitment to excellence and customer satisfaction.



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# The Solution Team:

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In 2016, Ubq Technologies and Tech Mahindra formed a collaborative partnership to address Ooredoo Myanmar's distribution and sales management challenges. Tech Mahindra brought its expertise in customer interfacing, contractual management, and telecom domain knowledge. Meanwhile, Ubq Technologies took responsibility for defining the scope of delivery, product configuration, customization, implementation, training, and providing Level 2 and Level 3 support.



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# The Challenges:

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Upon its entry into the Myanmar market in 2015, Ooredoo Myanmar faced the task of establishing efficient and sustainable distribution channels. To achieve this, they sought to enhance their existing Sales Tracking System (STS) with a superior distribution tracking system. The primary objectives were to gain complete visibility over the supply chain, including stock and sales data, effectively categorize dealers, and enable direct commission payments to dealers.



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# The Solution:

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The collaborative effort of Tech Mahindra and Ubq Technologies resulted in a solution based on Outreach Enterprise and Outreach Mobile, integrated with Ooredoo Myanmar's ERP (SAP), CRM, and User Management (USM) systems. The Outreach Mobile App empowered the sales force with on-the-go capabilities, while a Communication Portal was developed to offer management-level dashboards. The successful rollout of the solution was achieved within a commendable timeframe of 6 months.



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# Business Processes Covered:

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The implemented solution addressed various critical business processes, including retailer and distributor management, primary and secondary sales, warehouse and return management, outsourced manufacturing, tertiary sales, and KPI, scheme, and incentive management.



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# Solution Overview:

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The solution architecture comprised Outreach Enterprise (Distribution & Sales Management System), Outreach Mobile (SFA System), CRM, ERP, User Management System, and Warehouse Management System. Additionally, a Communication Portal facilitated effective communication and reporting.



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# Modules Implemented:

The solution's scope was meticulously derived through collaboration with Ooredoo Myanmar's business stakeholders. The following modules of Outreach TM Enterprise were implemented:

- 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



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# The Benefits:

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Outreach® brought substantial advantages to Ooredoo Myanmar's operations, offering enhanced visibility and control over distributor stock and sales. The reliance on actual sales data facilitated improved marketing and sales strategies, while KPI, scheme, and incentive management became more efficient with centralized definition and automated calculations. Moreover, streamlined order processing and replenishment contributed to enhanced production planning, significantly reducing stock-outs at distributors.



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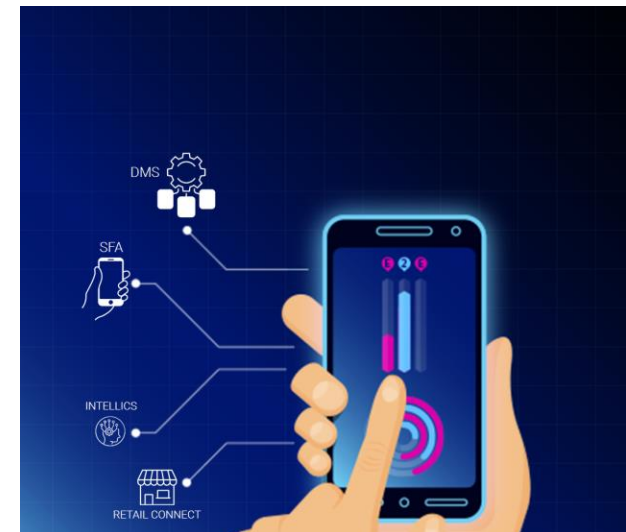


# The Technology:

The solution was developed using Java/J2EE technology, while Outreach Mobile ran on the Android platform. The user interface, accessible through any web browser, featured a 3-tier architecture and was platform-neutral, compatible with both Windows and Linux. The system relied on Oracle WebLogic application server and Apache web server, with the backend powered by the Oracle database management system.



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# Conclusion:

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The collaboration between Ubq Technologies and Tech Mahindra resulted in a robust solution that addressed Ooredoo Myanmar's distribution and sales management challenges. The successful implementation of Outreach® significantly improved visibility, decision-making, and overall operational efficiency. Ooredoo Myanmar's commitment to innovation and excellence was further reinforced by this successful initiative, displaying their dedication to providing exceptional services to customers in the Myanmar market.



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