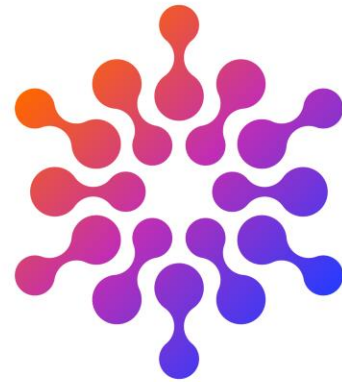
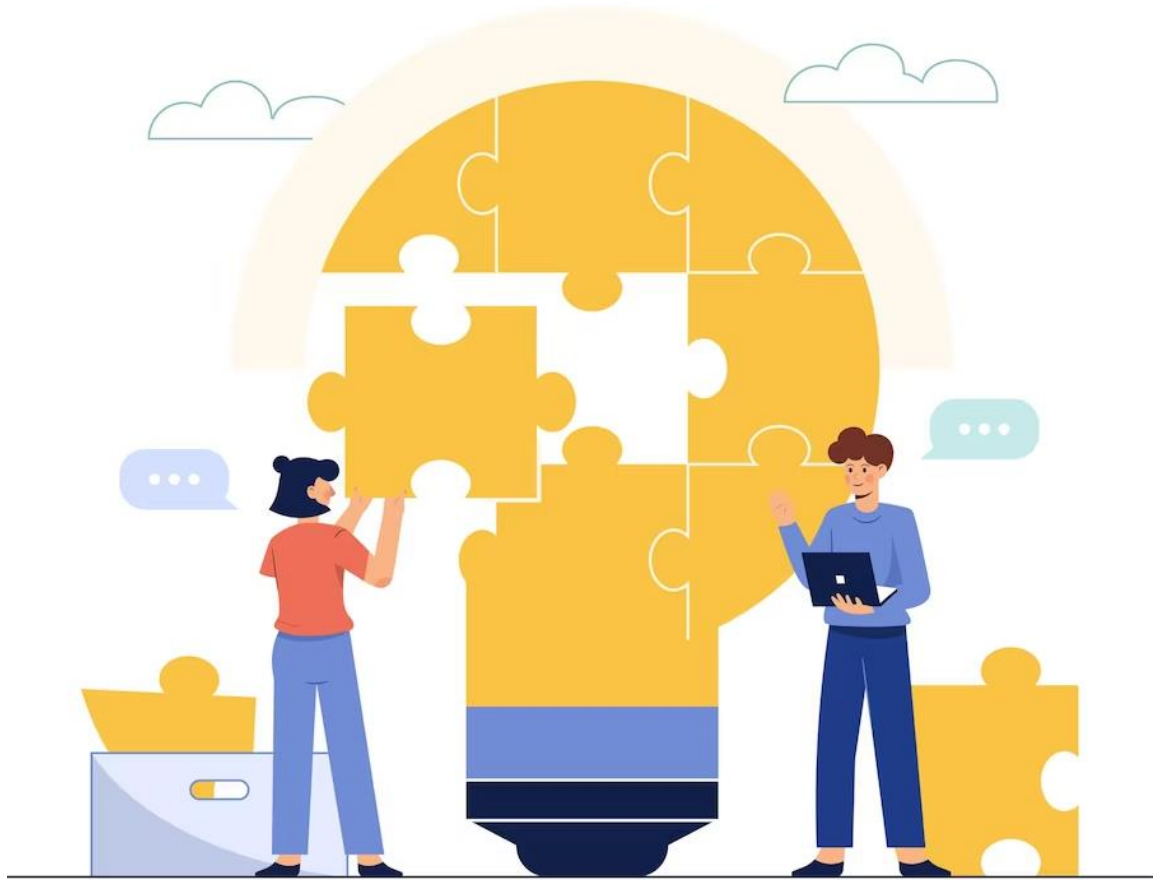


# Case Study

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# Implementation of Outreach Enterprise: A Solution for Britannia Industries Limited

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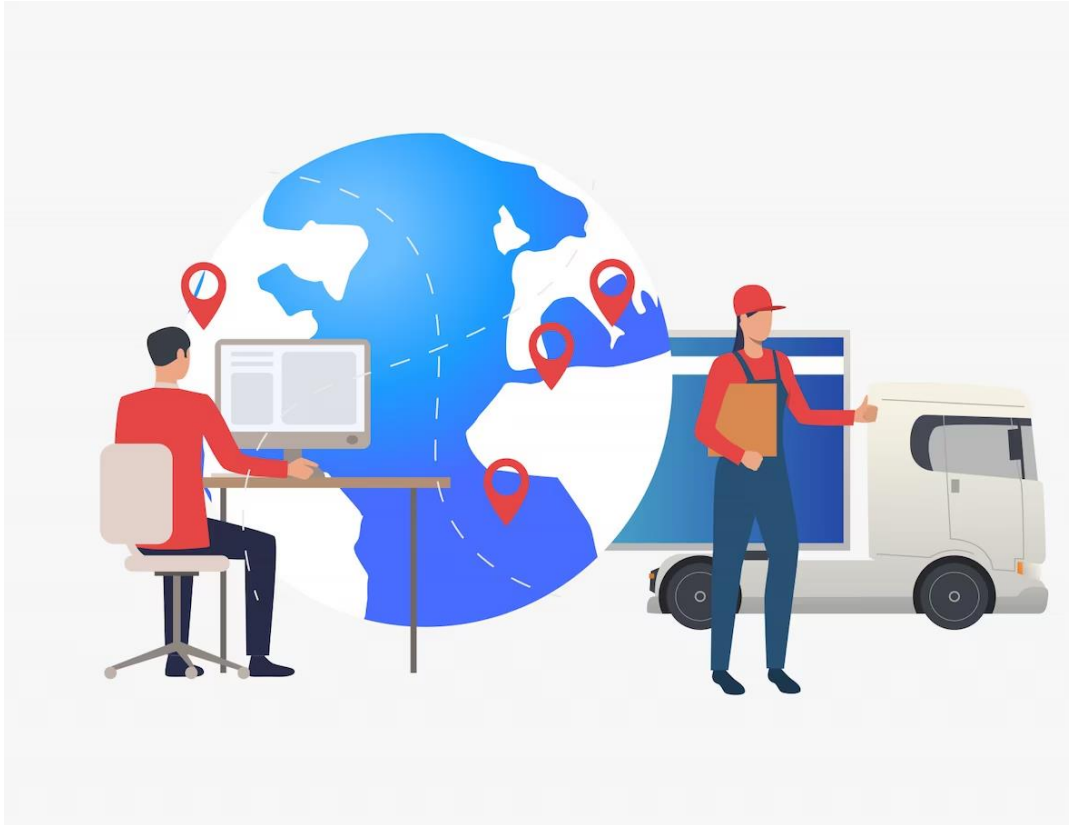


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### Introduction:

Britannia Industries Limited, a leading player in the Indian bakery market, faced challenges in managing its vast distribution network of 3300 distributors in urban India and about 4000 Rural Preferred Distributors in rural areas. The lack of visibility and control over distributor stock and sales, the absence of a mechanism to roll out trade schemes and settle claims, and the inability to replenish stocks based on market demand posed significant hurdles. In response, Ubq Technologies offered a solution based on Outreach Enterprise, integrated with Britannia's SAP ERP system. The solution, known as "Udaan," was implemented in 12 months and has revolutionized Britannia's supply chain, bringing enhanced control, efficiency, and accuracy to their distribution network.





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### Implemented Modules:

- ✓ Outreach Enterprise incorporated the following modules at Britannia:
- ✓ Product and Price Management
- ✓ Channel Management
- ✓ Order Management and Replenishment
- ✓ Secondary Sales and Return Management
- ✓ Inventory Management
- ✓ Schemes and Payment Claims Management
- ✓ Tax Management
- ✓ Users Management



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### The Solution:

The Outreach Enterprise system has provided Britannia with much-needed visibility and control over distributor stock and sales, enabling accurate decision-making and effective implementation of marketing and sales strategies. With actual sales data available online, Britannia has improved the success rate of their initiatives significantly. The system's centralized definition and automatic application of trade schemes (retailer commissions) have streamlined the process, ensuring accurate and timely commission pay-outs. Automatic replenishment at distributors has led to better production planning and reduced stock-outs significantly.

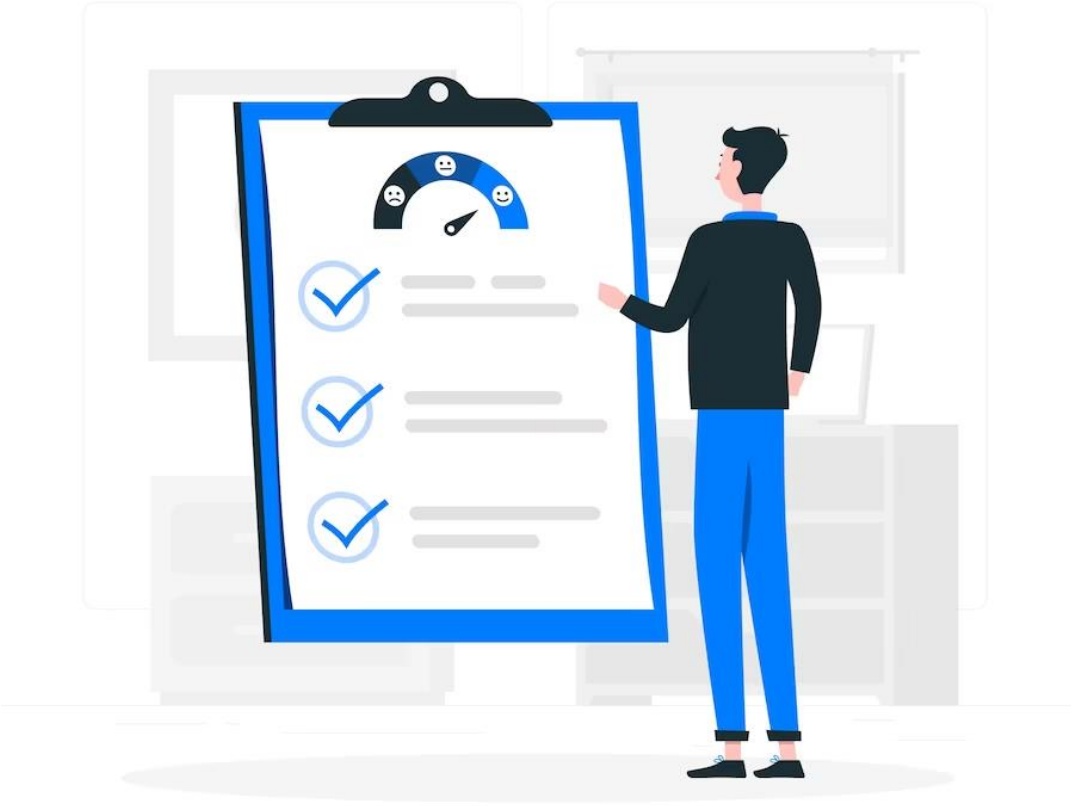




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### **The Technology:**

Outreach Enterprise is built on Java/J2EE technology, utilizing a 3-tier architecture with a web browser-based user interface, commonly supported by Microsoft Internet Explorer. The system runs on both Windows and Linux operating systems and is powered by Oracle WebLogic/Tomcat-Apache application servers. The backend employs MSSQL/MySQL database management systems.



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### **Conclusion:**

The successful implementation of Outreach Enterprise has enabled Britannia Industries Limited to overcome its distribution network challenges and optimize its supply chain operations. With enhanced visibility, control, and accuracy, Britannia can now make data-driven decisions and efficiently manage their vast network of distributors and retailers across India. The collaboration with Ubq Technologies has taken Britannia's supply chain to new heights, reinforcing their position as the largest biscuit manufacturer in the Indian bakery market.



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