

Berger MSFA



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01

Project Overview



Berger MSFA Vision & Mission

Vision

Berger MSFA aims to revolutionize the sales ecosystem of Berger Paints Bangladesh through digital innovation. It seeks to optimize sales processes, enhance productivity, and drive data-driven decision-making across the organization.

Mission

The mission is to empower sales teams with real-time data, streamline dealer management, and improve overall sales performance. This is achieved through a comprehensive platform that integrates web and mobile technologies.

Scope

The platform supports over 3,000 dealers nationwide, facilitating seamless communication, journey planning, and performance tracking. It aligns with Berger's strategic goals of digital transformation and operational excellence.



Strategic Objectives Achieved

Digital Transformation

MSFA has successfully digitized key sales processes, reducing manual reporting time and improving data accuracy. Real-time visibility into sales performance has been achieved through automated workflows and seamless data synchronization.

Operational Excellence

The platform supports comprehensive field coverage and accountability, enabling faster decision-making and better resource allocation. It fosters transparency and trust within Berger's extensive distribution network.





02

Solution Architecture



Integrated System Architecture

01

Backend

The MSFA platform is built on a robust .NET Core backend, ensuring scalability and performance. It is hosted on-premise for enhanced security and control.

02

Frontend

The Angular frontend provides a seamless user experience, with intuitive navigation and real-time data visualization. It supports both web and mobile access.

03

Mobile App

The native Android app ensures offline capabilities and seamless user experience. It supports key features like journey planning, sales calls, and e-learning.

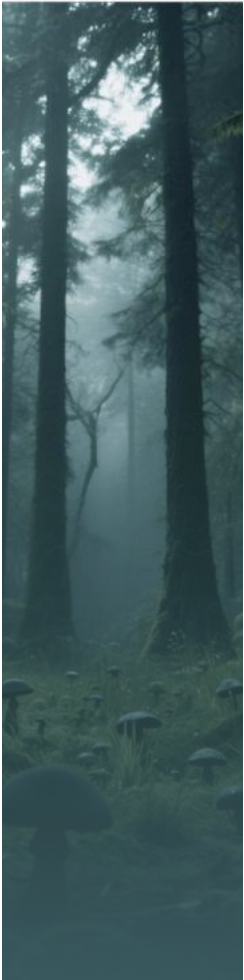
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Security

Security features include AD authentication, SSL encryption, and role-based access control. These measures ensure data integrity and protect against external and internal threats.



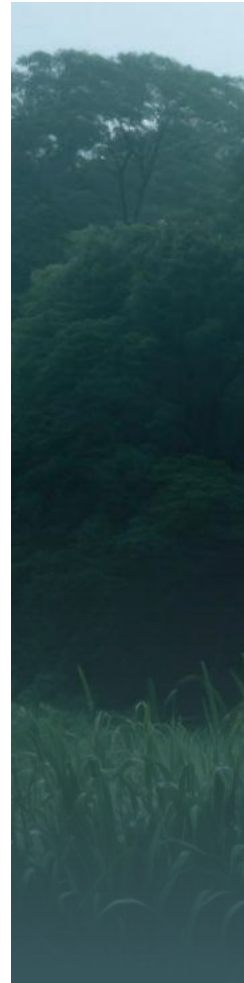
SAP Integration & Data Sync



01

Real-Time Data Sync

A scheduler service continuously syncs dealer, sales, payment, and area data from SAP. This ensures that all reports and dashboards reflect the most current business metrics.



02

KPI Tracking

The integration supports KPI tracking, journey planning, and financial reporting. It enables accurate and timely decision-making across sales hierarchies.





03

Key Features



Sales Activity & Journey Planning

01

Journey Planning

Sales reps can create, update, and track journey plans for dealer visits. The system supports daily, weekly, and monthly planning with approval workflows.

02

Sales Calls

It records sales calls, merchandising snapshots, and lead generation activities, ensuring comprehensive field coverage and accountability.

03

Field Coverage

The platform ensures that all sales activities are well-documented and tracked, providing a clear overview of field activities and performance.





Real-Time Reporting & KPIs

Comprehensive Reports

The platform delivers over 20 types of reports, including sales summaries, dealer performance, outstanding analysis, and brand-wise trends. These reports provide actionable insights.



KPI Tracking

KPIs such as target achievement, strike rate, and color bank productivity are tracked in real-time, enabling sales managers and executives to make data-driven decisions.





E-Learning & Exam Module

01

Training Materials

A fully integrated e-learning system allows training material upload, exam creation, and result tracking. Sales reps can access documents, videos, and take exams on-the-go.

02

Instant Feedback

Results are stored historically, and feedback is provided instantly, enhancing workforce capability and compliance. This ensures continuous learning and improvement.

03

User Engagement

The e-learning module is designed to engage users with interactive content, making learning more effective and enjoyable.





04

Business Impact



Operational Efficiency Gains



Reduced Reporting Time

MSFA has significantly reduced manual reporting time, improving data accuracy and enhancing visibility into sales operations. Automated workflows minimize delays and errors.



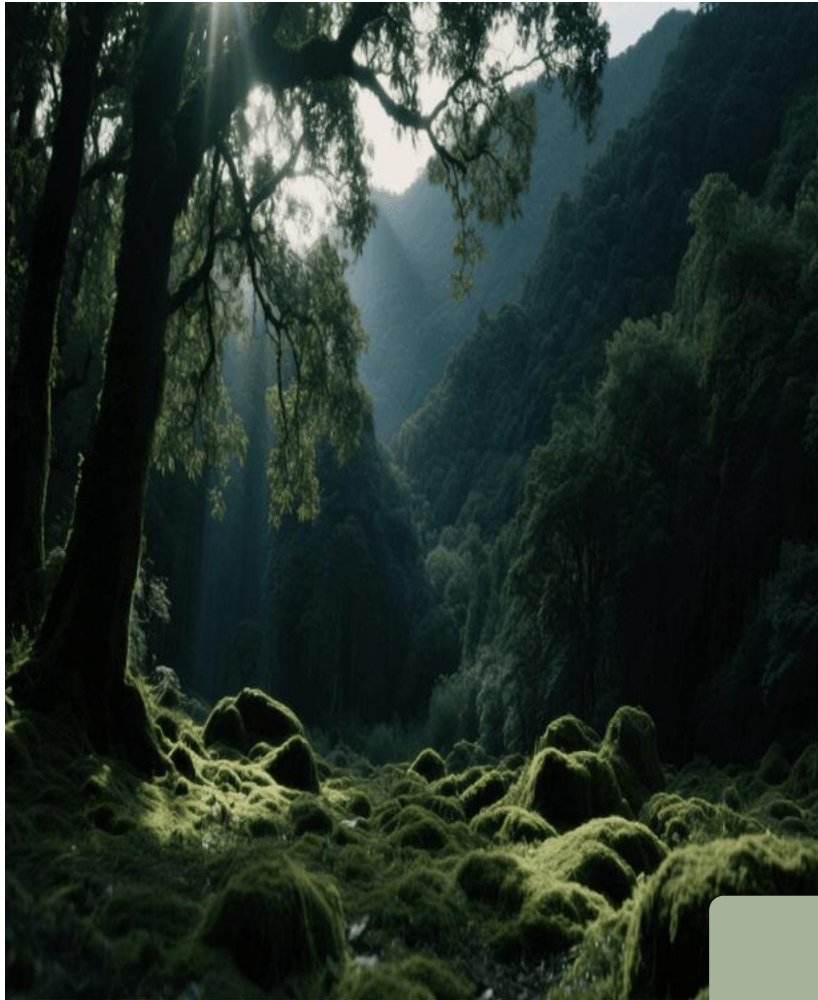
Faster Decision-Making

Real-time updates and comprehensive dashboards enable faster decision-making and better resource allocation across territories, driving operational efficiency.





Dealer Network Empowerment



Informed Dealers

With mobile access to schemes, invoices, and performance data, dealers are more informed and engaged. This fosters transparency and trust within the distribution network.

Improved Collaboration

The system enhances collaboration between sales teams and dealers, leading to improved satisfaction and increased loyalty.

Higher Satisfaction

By providing dealers with real-time insights and support, MSFA helps build stronger relationships and drives higher satisfaction levels.



05

Innovation Highlights



Scalable & Secure Design

Scalability

The system is designed for scalability, supporting thousands of users and dealers. It can handle large volumes of data and transactions seamlessly.



Security Measures

It uses JWT tokens, encrypted data storage, and CSRF/XSS protection to ensure data integrity and protect against external and internal threats.



Future-Proof

The modular architecture allows for future enhancements such as AI-based analytics, chatbots, and predictive sales modeling, ensuring long-term value.





User-Centric Mobile Experience

Intuitive UI

The Android app is optimized for field use with an intuitive UI and multilingual support. It ensures high adoption and user satisfaction among sales teams.

Offline Capabilities

With offline capabilities, sales reps can access key features even without an internet connection, ensuring seamless productivity in the field.





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Future Roadmap



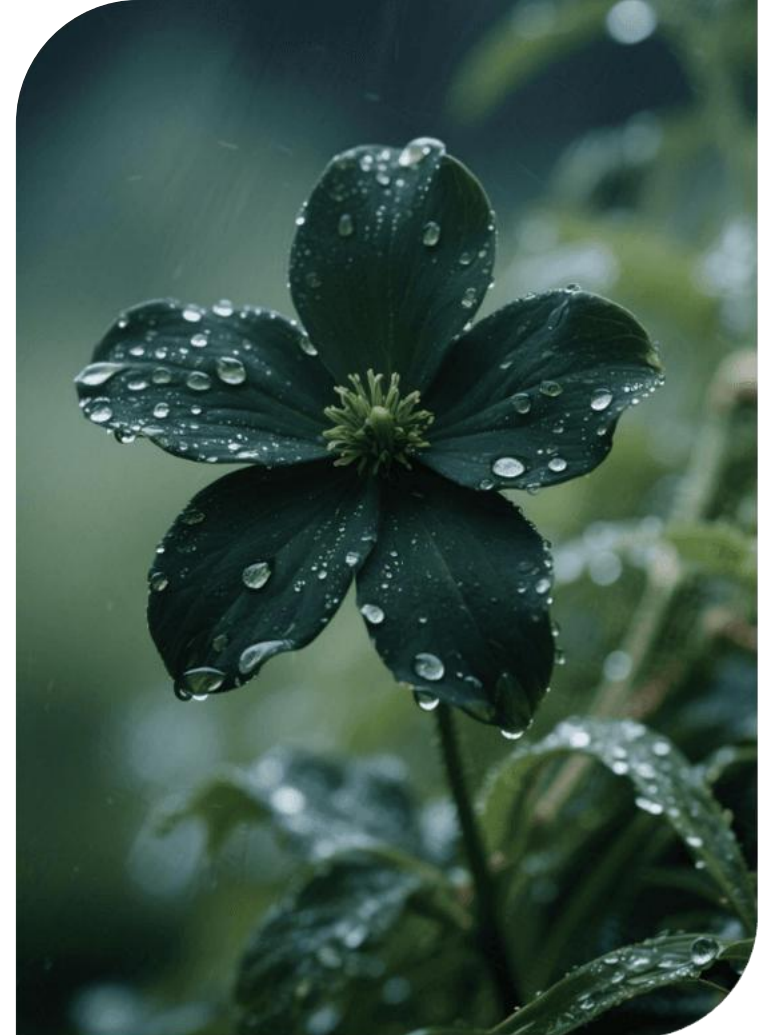
AI & Predictive Analytics

AI-Driven Insights

Future enhancements include AI-driven sales forecasting and customer performance prediction, Financial Performance Optimization, inventory Optimization, Replenishment close to real time, distribution optimization enabling proactive decision-making at all levels of the sales hierarchy.

Intelligent Optimization

The platform will incorporate intelligent journey optimization, further elevating sales productivity and reducing churn.





Expansion & Integration

LMS Integration

Plans include integration with Lead Management Systems and external stakeholders to enhance sales effectiveness.

Unified Ecosystem

MSFA will expand to support other business units, creating a unified digital ecosystem that drives innovation and growth.



07

Conclusion



A Blueprint for Digital Excellence

Digital Excellence

Berger MSFA is a strategic enabler of digital excellence, demonstrating how CIO leadership can transform traditional operations into agile, data-driven ecosystems.

Business Value Creation

The project is a testament to innovation, execution, and business value creation, setting new benchmarks in enterprise technology leadership.





Recognition & Next Steps



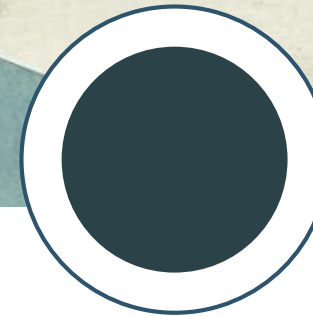
Visionary Leadership

This nomination recognizes visionary leadership that drives real business impact through digital innovation and strategic IT alignment.



Continuous Innovation

I am committed to continuing this journey of innovation, scaling digital solutions, and setting new benchmarks in enterprise technology leadership.



Future Ambitions

Looking ahead, I aim to further expand the digital ecosystem, drive AI adoption, and enhance the overall value delivered to the organization.



THANK YOU

