

Gopal Namkeen - Modernized Order-Processing System to Improve Dealer Experience



Executive Summary

In 1994, Gopal Namkeen embarked on a journey that would establish them as one of India's most iconic snack brands, serving both domestic and international markets. However, as the company's reach expanded, so did the complexity of managing their extensive dealer network and order processing. Their reliance on a sluggish legacy system, particularly for bulk transactions, was hampering their growth. Amidst the challenges of a remote work environment during the pandemic, AeonX stepped in as the catalyst for change, swiftly delivering a transformative solution in just two months.

Customer Challenge

Gopal Namkeen's remarkable journey was marred by the inefficiencies of their outdated order processing system. The challenges they grappled with included a legacy system ill-suited for their expanding dealer network, sluggish performance as transaction volumes grew, and a user interface that had become unwieldy. The pandemic further complicated matters by mandating remote work conditions.

Why did Gopal Namkeen choose AeonX?

In response to these challenges, Gopal Namkeen sought a solution, and AeonX emerged as the ideal partner for several reasons. AeonX Digital demonstrated a deep understanding of Gopal Namkeen's unique requirements by conducting meticulous requirement gathering, ensuring that the solution would be custom-tailored to address their specific pain points. Furthermore, their expertise in technology and swift execution played a pivotal role in the project's success, especially considering the remote work conditions imposed by the pandemic. Remarkably, the project was completed within an impressive two-month timeframe.

In addition to their technical proficiency, AeonX Digital offered a comprehensive solution that covered essential aspects, including solution design, database development, and hosting. These components were critical for a seamless transformation.

AeonX Solution

AeonX Solution and Results:

AeonX embarked on a mission to revamp Gopal Namkeen's order processing system, culminating in a modernized dealer portal. The key elements of this transformation included:

1. **Flexible Ordering:** Dealers gained newfound freedom to place orders tailored to their specific needs, enhancing flexibility and responsiveness.
2. **Efficient Production:** For products produced across various locales, orders were intelligently routed directly to the relevant factory, streamlining operations.
3. **Optimized Credit Management:** A custom credit limit system empowered Gopal Namkeen to allocate higher order values to their top-performing dealers, ensuring revenue optimization.
4. **Real-time Visibility:** The system provided real-time updates on order status and account statements, facilitating seamless communication and improved efficiency.
5. **Automation of Credit Release:** Vendor payments triggered automated credit block releases, minimizing manual intervention and enhancing efficiency.
6. **Dealer Empowerment:** Dealers could easily access their credit limits on the dealer portal, eliminating the need for frequent inquiries.
7. **Enhanced Analytics:** With support from AWS, Gopal Namkeen harnessed real-time SAP data, enabling data-driven decision-making and revenue maximization.

Results and Benefits

The transformation of Gopal Namkeen's order processing system brought forth a multitude of significant benefits. First and foremost, it greatly enhanced the dealer experience, offering newfound flexibility in placing orders, streamlining processes, and providing seamless access to critical credit information. This empowerment of dealers fostered stronger partnerships and improved collaboration. Simultaneously, the modernized system became a catalyst for efficiency and productivity, eradicating longstanding bottlenecks and resulting in a remarkable enhancement of overall operational efficiency. With processes running seamlessly, Gopal Namkeen's operations became more agile and responsive to market demands, ultimately driving growth.

Furthermore, the system's real-time data access capabilities were transformative. This ability allowed Gopal Namkeen to make informed decisions promptly, embracing a data-driven approach that led to effective strategies for profit maximization and resource allocation. The introduction of automation into their processes was equally transformative, drastically reducing manual intervention and freeing up valuable time and resources for more strategic pursuits. In conclusion, this partnership not only modernized Gopal Namkeen's operations but also positioned them for future growth and expansion. Their journey from a legacy system to a cutting-edge dealer portal has solidified their leadership in the snack industry, and they now stand confidently prepared to embrace the future's dynamic challenges and opportunities.

About AeonX Digital Solutions

AeonX Digital Solutions is a niche business consulting company providing application development, management services and education/training services. We also provide business transformation, and cloud & DevOps consultation. Our aim is to help companies grow, market, and sell by providing valuable technical support.

