



TATA TELESERVICES LIMITED

"Telecom Giant finds success transforming data hygiene at distributor level"



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COMPANY BACKGROUND

Incorporated in 1996, Tata Teleservices Limited (TTSL) is a pioneer of the CDMA 1x technology platform in India and has been on a steep growth path since the commercial launch of its services in January 2005 under the brand-name Tata Indicom. Today, TTSL enjoys a pan-India presence and operates CDMA services across all of India's 22 telecom Circles.

The TTSL network has been rated as the 'Least Congested' in India for the last five consecutive quarters by the Telecom Regulatory Authority of India, on the basis of independent surveys.

TATA DOCOMO, Tata Teleservices Limited's GSM brand, arose out of the Tata Group's strategic alliance with Japanese telecom major NTT DOCOMO in November 2008. TATA DOCOMO launched commercial operations in June 2009 and marks a significant milestone in the Indian

telecom landscape—in just six months, TATA DOCOMO has redefined the very face of telecoms in India, having pioneered the per-second tariff, part of its 'Pay for What You Use' pricing paradigm.

THE CHALLENGE

To cater to the needs of its subscribers—existing and new ones—Tata Teleservices Limited has a 5,000-strong distributor network. As this network was set up over the years in a staggered manner, many of these distributors were using multiple and disparate IT systems for their sales and accounting operations, resulting in delayed information flow to the company. The fact that this data was coming in in different formats also created a huge challenge for the company, in terms of meaningful consolidation and subsequent analysis of the vast information flow.

Furthermore, dedicated Internet access wasn't always available to create online invoices, causing duplication of data entry between the distributors' accounting system and the centralized system at TTSL.

Tracking product movement across the supply chain didn't yield the required visibility to sales trends, while manual processes slowed down order processing. Also, it became quite apparent to the company that timely information access would help expedite the clearance of sales commissions and incentives to the ecosystem.

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"Tally has helped us in tracking our product movement at our distributor and retailer locations through our supply chain, which was a key to the success of our business. A big differentiator for Tally was that it is ubiquitously used and, hence, there was a greater acceptance to it from our distributor community."

Shirish Munj, Senior Vice President – IT Tata Teleservices

THE SOLUTION

TTSL has an online staging table (eSSTA-by TCS) that mediates data flow between the ERP system to distributors—Tally.ERP 9, using HTTPS protocol (Web services). A tight integration ensures that both applications seamlessly communicate with each other with the single click of the button. The security of data is also maintained by validating the requests sent by distributors, & vice versa.

"Given the massive scale of the rollout, it was essential that the integration be very cohesive," said Mr Vikram Seth, CEO of Software@Work IP Ltd. (Master Tally Partner).

"Tally.ERP 9 keeps track of the status of delivery of each transaction sent to eSSTA—hence, the integration process ensures that there is no loss of data during the process of interchange."

All relevant information like Product Masters (SKUs), Invoices to the Distributor, Retailer Price Lists, Retailer Incentive Details, Distributor Credit Limits, Claims, Commissions, etc. are downloaded from TTSL into the Tally.ERP 9 at the distributor's end, maintaining uniformity across the supply chain.

The replenishment of stocks to distributors happens in the following manner—the distributor can raise a Purchase Order on TTSL either manually, or the system can auto-generate the PO based on the reorder levels set for each item. The PO is processed at TTSL after verifying the payment details, and the status of the PO is updated at the distributor's end on the basis of availability of stocks at TTSL.

Material is then shipped to the distributor and an electronic invoice with complete item details sent to the distributor's Tally.ERP 9, which eliminates manual entry of all these transactions.

The transfer of the distributor's sales details are sent back to eSSTA from Tally.ERP 9 on scheduled intervals. Similarly, Customer Application Forms details are entered by the distributor and pushed to TTSL. Claims are also updated in Tally by distributors and then sent to eSSTA.

To help distributors manage their inventory judiciously, certain reports are provided seamlessly—for instance, Stock Ageing Report, Stock Movement Report, Stock Queries, Salesmen—Area-wise Reports, Salesmen—Retailer-wise Reports, etc.

BENEFITS

- Tightly integrated system
- Data hygiene maintained by avoiding duplication of data capture
- Offline system—no dedicated Internet connection required
- Automated purchase order process
- Faster Claim Handling
- Tracking of complete distribution activities
- Comprehensive data visibility across chain
- Common SKUs across all distributors
- No entry barrier due to cost of ownership