



Signify Innovations India Ltd - Trade Scheme Management

KPMG India Digital team ensured a seamless implementation of MS Dynamics 365 Finance and Operations to deliver solution to Signify Innovations India Ltd. for Scheme management and Channel Partners to have online visibility for their applicable schemes and payouts







Integrations with DMS system at various touch points including Master & Transactional Data



User Adoption & Change Management including diagnostics, Insights, trainings, Easy To Use Training Manuals

Data Management including complex data migration from legacy systems and spreadsheets



Key Challenges

- Minimizing the manual work —Scheme Design,
 Approval, roll-out and settlement was completely manual
 process which consumes substantial time and effort from
 Marketing and Finance teams
- Effective scheme rollouts and communication Due to manual communication misses and delays in timely communication of Schemes and achievements.
- Transparency in procurement and payouts –
 Controlling the purchase of excess quantity of gifts for schemes. Check on unauthorized alteration and visibility gap in targets
- Audit Trails No trails for exceptions

The Solution Create Schemes Settle claims Multi Level Define Provision Approvals based effectively through quickly and and calculate on Regional, Sales Mail. SMS and Payouts based on across Customers pdate to channel Products, Periods partners for their and Regions End to End Solution for Trade Scheme Management to handle off invoice schemes and Credit Note/Debit Note/Gift and Trips based payouts.

Key Solution Benefits

- Efficiency in the Settlement process time has reduced the manual workload by 40% with 100% accuracy in payout calculation
- 100% compliance for system based timely scheme communication to the channel partners.
- Approvals and workflows at every stage are driving more ownership and complete audit trails
- Scheme payout discussions with channel partners are more transparent and achievement orientated. The channel partner can track his balance to do to ensure he qualifies for the scheme payout



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