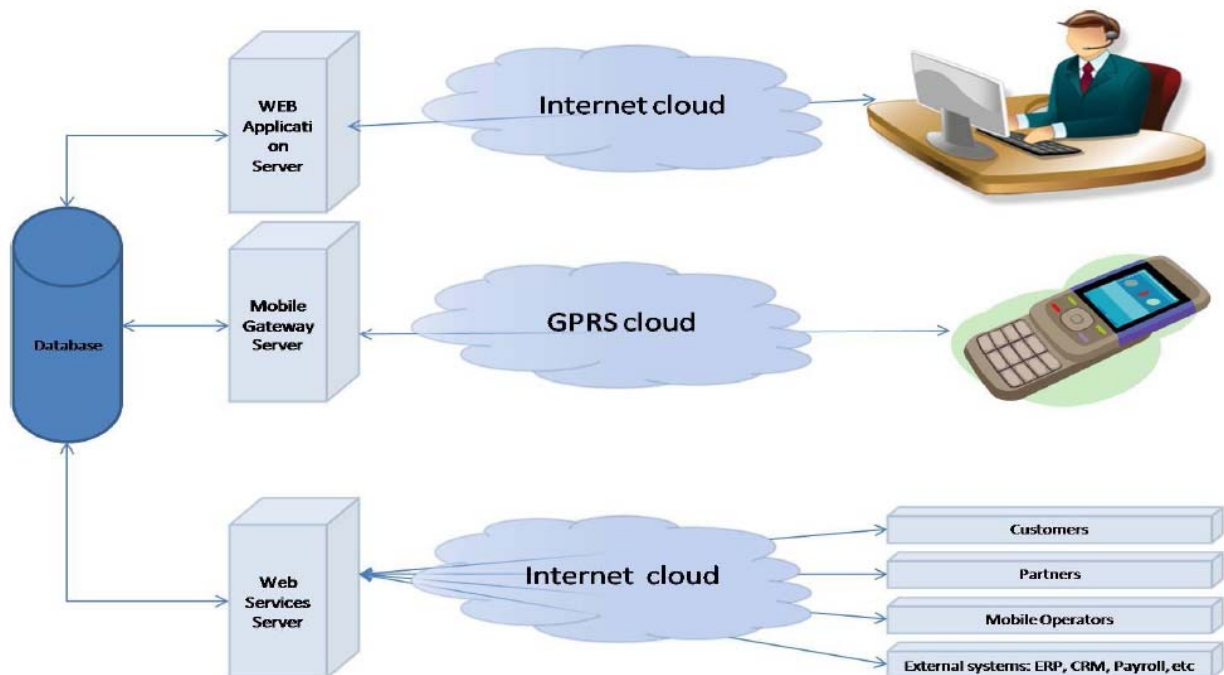


1. Product Overview

Cartels Consulting Services offers a mobile application tool, which is a simple & powerful web based application that enables customers to automate their manual reporting processes and to manage tasks of the team members working in the field. It enhances the organizations productivity thereby helping the management to plan their resources better. Easy to deploy, plug and play. It is a platform, which easily integrates with any external system.

2. Product Architecture



- **Database:** A relational database system which is scalable. The operating system and Relational Database Management System should support clustering and disaster recovery.
- **Mobile gateway Server:** Mobile gateway to handle the communication between the handset application and database. This uses HTTP / TCP protocols to communicate with GPRS cloud.
- **Handset:** Mobile device that has a J2ME application. The JAVA capability is quite prevalent in mobile handsets whether low end (2500) or high end. Moreover the support for Microsoft platform and Blackberry is also on the roadmap.
- **External Systems:** ERP System, Payroll Systems, CRM application

3. Industry specific

This is a powerful all-in-one application that enhances business efficiency, scalability, and stability of operations of various business functions with custom applications for Telecom vertical.

4. Generic Features

- Accurate Location Tracking of employees, their schedules and daily tasks
- Excellent Shift and Fleet Management
- Efficient Barcode Scanning
- Simple User Interface
- Flawless Data Reporting and more

5. Specific features

- Real time Sales order and invoicing
- Payment collection
- Advance orders
- Real time inventory updates at: distributor location, retailer location. Sales reps.
- Real time target and achievement to sales person: sales person wise, retailer wise
- Outstanding details
- Schemes
- Product information at fingertips
- Pricelists
- Competition surveys
- Retailer audits
- Barcode scanning
- Mobile printer integration
- Various KPIs
- Integration with existing ERP systems

6. Web application features

- **User types:**
 - Super Admin: Create Customer: 1) Customer Record 2) Customer Admin User 3) Setup Data 4) Workflow Creation 5) Phone UI Layout
 - Admin: Admin's role is to handle the day to day activity or tracking of all the events under the workflow. Typically in an organization there can be a Sales team, Customer Care Team or Technical team etc under which each event is created.
 - Field User: These are the field force (Sales Team, Customer Team etc) that use the application and provide the data or information which is fed in the database.
 - Report Admin: Provide the reports on a day to day basis. This can be a Daily Sales Call report, Customer Service Delivery report etc.
- **Customer:**
 - User Functionality: 1) User listing report 2) Add user 3) Update user 4) Delete User 5) Upload user from spreadsheet.

7. Benefits

- Easy to deploy and Plug and play
- Quick and easy integrations with any external system using standard APIs.
- Automation of reporting and task management.
- Improvement of predictability in sales forecasting.
- Better production planning.

8. Additional Benefits

- Proven Capability: Have already implemented solution in various operators
- Proven Benefits: Visibility into Field activities (Sales/inventory/revenue/outstanding)
- Completely managed service
- Low investments in devices as our product can run on any J2ME enabled phone with GPRS/EDGE connectivity. Bluetooth is needed if we want to use handheld scanners and printers.