

**Business Development Services –  
Hoshiarpur, PUNJAB.**

M/s. Business Development Services (BDS) is acting as a Consignee Sales Agents & Export Agents for various manufacturing companies in India mainly from FMCG sector. BDS acts as a conduit between manufacturing companies and their distributors, stockists spread across all over India as well as outside India for export.

For couple of years BDS were using a customized software solution developed by ITPL to meet its day to day business activities for all locations. It involves placing orders to manufacturers, tracking of pending orders, tracking of shipments in transit along with taking account of stocks at distributor/stockist levels etc. It also involves sale force management with market feedback for placing new orders, setting sales targets for sales force & so on.

The entire system was developed by us in Visual Basic 6.0 with MS-Access as backend. Though the system was working fine but it was installed only at the HEAD Office location. Hence it was creating massive work load at HO level because of gathering data and maintaining all record at one location.

To answer these problems and also to create an enterprise wide application BDS asked us to develop an integrated Client – Server software solution which will cater all locations as well as sales force and other users which are on constant move.

**The main structure of this system is**

- 1. Centralized server application (Server OS: Windows Server 2003 R2 with database SQL Server 2005 Enterprise Edition) installed at Head Office, Hoshiarpur, Punjab catering to LAN users as well as remote users (over internet).**
- 2. Windows base client application (C# with Microsoft .NET v2.0) for local as well as remote users spread across India through Internet.**

Today this application is being used extensively by all BDS users as well as remote users such stockists, distributors to update their sales figures, place new orders, track pending orders.

Even sales personnel which are on constant move are accessing this centralized server through internet from their notebook PCs.

This system also provides SMS updates to respective parties for informing new orders as well as new shipments.

Currently we are in a process of extending this application to hand held pocket PC (PDA) wherein user can access & update information through these PDAs using GPRS.