

Case Study



A Paint Company Enhances Sales & Distribution Processes

Client Overview

A leading industrial & decorative paints manufacturer with two plants and seven distribution centers across India, managing over 1,200 SKUs.

Challenges

- Manual dealer visits for orders
- Frequent order changes disrupting supply
- Shipment mismatches
- High catalogue printing costs

Solution

- Cloud-based order management system
- Dealer app for digital catalogues & online ordering
- Warehouse app for pickups & dispatch
- Integration with accounting & manufacturing

Benefits

- Real-time order visibility
- Faster, accurate supply planning
- Efficient warehouse & shipping ops
- Lower costs, higher dealer satisfaction



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