



Nokia Tej enables salespersons working in the SME sector to send orders to suppliers in real-time

SMEs adopt Nokia enterprise solution to enhance efficiency

VIJAY C ROY
Chandigarh

NOKIA TEJ, an enterprise solution devised by mobile handset maker Nokia that leverages the mobile device to help small and medium enterprises (SMEs) streamline complex and time-consuming business processes and become more competitive, has caught the fancy of SMEs.

The service yields benefits such as improved efficiency resulting from reduced paperwork, lower data entry costs, ease of tracking orders and speed and accuracy in terms of shorter sales cycles.

The enterprise application is being used by more than 100 SMEs in the auto parts, textiles, FMCG, steel, information technology and IT enabled service sectors.

Companies such as Jamshedpur-based Effort Logistics (a distribution company), Ludhiana-based Bonn Food Industries, Gurgaon-based Agrotech, Chennai-

based fast moving consumer goods company CavinKare and Chandigarh-based National Soap Mills have implemented Nokia Tej to streamline their supply-chain processes.

The result is enhanced productivity, availability of real-time data for accurate decision-making, and customer satisfaction. Nokia Tej enables salespersons working in the SME sector to send orders to suppliers in real-time, giving them enough time to plan their orders.

Nokia Tej Business Head Chand Malu said, "The service is a hosted mobile order management service that helps organisations streamline complex and time-consuming business processes by letting them place orders and access order-related information via their Nokia handsets. With the service, companies can provide their business partner/sales force relevant information anywhere, anytime — without investing in expensive and

cumbersome IT systems."

He added, "The service dispels shortcomings in order management conducted through post, fax and telephone — all of which are time-consuming and often inaccurate — by combining the power of mobility with a convenient and easy-to-use interface."

Malu said the solution can also be integrated seamlessly into existing business processes, since Nokia provides the solution as software-as-a-service (SaaS). The access to the service is simple, via all Nokia GPRS-enabled mobile phones and computers with Internet access, he added.

According to SMEs, the service has increased productivity for everyone in the company. "My salespersons finish their sales cycle faster, and my warehouse people have dispatched all orders the same day. My collections are received and logged the same day," said Binay Pandey, owner of Effort Logistics.