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MFREYA

ADAPT SOLUTIONS

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MFREYA – Empowering Sales Channels, Serving Customers

THE REAL CHALLENGE

From our experience in the retail space in general and telecom in particular, we realized that there are businesses inside the retail space that are driven to a large extent by the retailers. For example, the paint industry of 15 years ago and the tire industry & the telecom industry of present may seem very disparate businesses but a closer look shows that there is a stark similarity in all the three i.e. in all these three industries retailers plays a major role in influencing the customers' purchasing decision.

The basic challenge is the commoditization of the products in all the three industries. For example, in the tire industry, though the features of different tires are very different, the same is not too evident to the customers since the differences are too technical. The telecom industry suffers from the same problem where the differences in various services given by different providers are too technical for the end customers and the retailer is the bridge between the customer and the providers who helps in influencing the purchase decision to a large extent. The biggest challenge that the marketing function faces is the time-to-market. In many organizations, by the time product is rolled out to market or new functionality is given to the market, the competition has already caught up and then the advantage is completely lost. In some cases and in developing countries where the data connectivity is still low in the rural areas and the data network availability is not much, it's very tough for the organizations to keep the retailers updated and gather crucial sales and customer information from the retailers and other channels.

In emerging markets where the internet penetration is still too low, it is critical for organizations to have a system that offers a consolidated platform to integrate all channels in one in multiple languages on a low data consumption network like 2G.

HOME

mFreya is an android platform that tends to strengthen the weak link in the customer - retailer - business relationship. The focus is to majorly achieve three things:

1. Higher involvement of the retailer distributor chain in the business
2. Ensuring that the sales & distribution has all the updated information to take the right decision for both the business and the customer
3. Make the process / system as easy as possible for the sales and distribution channel and at the same time reduce the latency of the flow of information of the market - customer interaction to the business systems.

mFreya platform gives a competitive edge to any organization that is willing to leverage on the market presence through retailers, distributors, feet-on-street and all other channels. It ensures that the integration is seamless and organizations can leverage on their own and build better integrations to empower their business and partners. It is capable of managing the complete lifecycle of a retailer.

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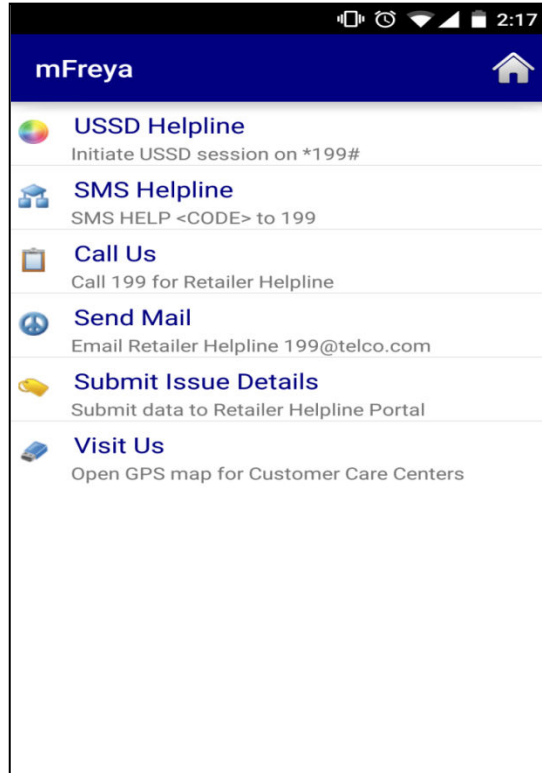
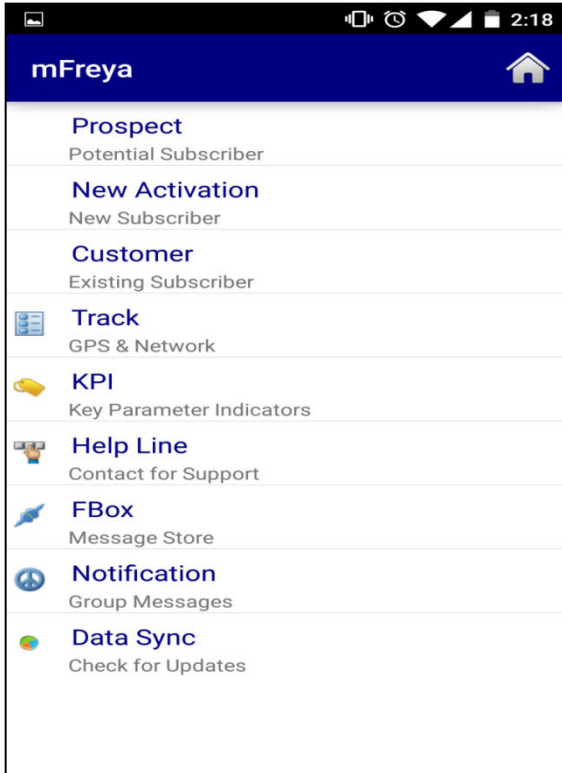
mFreya is a must-have platform for fast progressing organizations who always want to have a competitive advantage.

MFREYA ADVANTAGE

mFreya is an android platform that takes the relationship between customer - retailer - business to the next level. It is capable of managing the complete lifecycle of a distribution channel with retailers as business representatives in the market. Following are some salient features of mFreya:

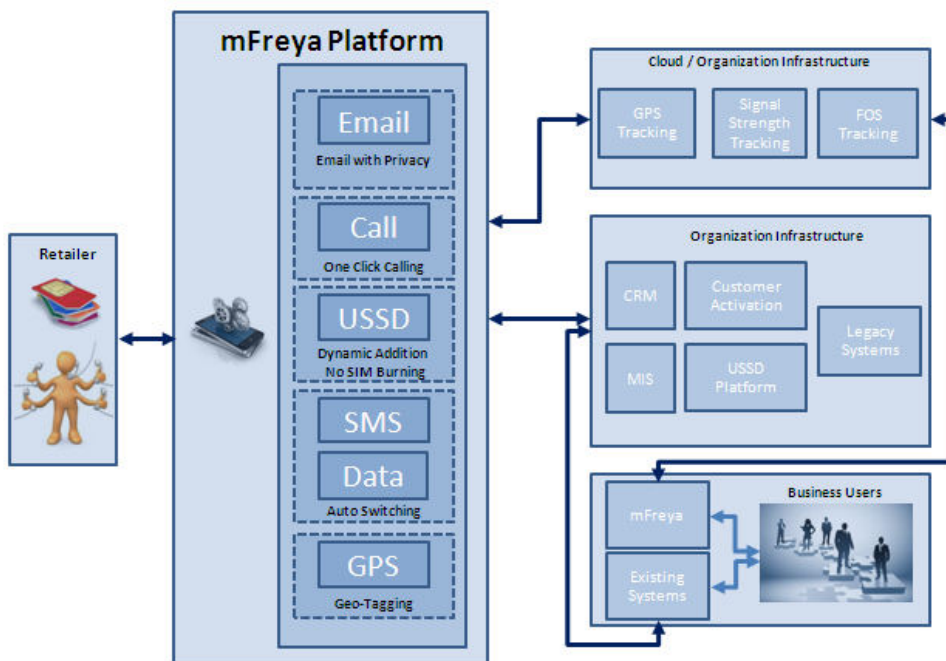
1. Supports communication channels via SMS, USSD, CALL, EMAIL, GPS tracking and WEB. The platform is smart enough to switch between channels on the basis of availability.
2. All menus are integrated in the platform and new menus can be added on the fly. This offers an added advantage to Telecom industry that gives the advantage of never having to burn SIMs again for introducing new menus and altering the existing ones.
3. Role based access for different group of users. This platform can be used by all in an organization like Retailer, Field Staff, Supervisors, Employees, Functional Heads, CEO and organization owners. This platform has the capability of serving all the needs by mere integrations and configurations.
4. GPS tracking of field agents on the move that have the platform installed on the basis of latitude, longitude, cell id and lac id to monitor their efficiency.
5. Dynamic menus can be created on the fly leading to no one having to remember short codes, keywords, Email addresses, helpline numbers, etc. going forward.
6. Industry agnostic - mFreya platform has been built using the vast experience of people having worked in varied industries by abstracting out what is common across industries and making it easy to implement processes (most of the times on the fly) that are different.
7. Ease of use - With the assumptions that retailers are generally spread across different regions for all businesses and that there are some existing processes that are working well for businesses, mFreya has been designed in such a way that it is very easy to use. Integrating new and existing business processes on mFreya platform is like a cake walk and can be done within minutes.
8. Localization support to help retailers use the platform in their favorite language. On mFreya, an organization can implement up to 5 different languages on the basis on their regional choice.
9. Dynamic group notifications to user groups that will help give information to retailers/other different user groups on the fly with no latency.
10. mFreya has been designed to work seamlessly even on 2G keeping in mind that users could be on any kind of network. In case where the retailer network is beyond data connectivity, SMS based integrations can be used for integrations with ease.
11. Built solely using open-source products, frameworks and architectures, this offers huge cost savings with state-of-the-art technology.

Ease of integration with existing systems - mFreya can be integrated with any system using service based architecture.



MFREYA ARCHITECTURE

- Seamlessly integrates with current systems
- Empowers retailers to service customers better
- Enables organizations to give retailers dynamic incentives
- Significantly reduces the time to market new campaigns across regions
- Significantly reduces the turn-around time for customer interactions
- Offers online performance assessment of sales channels
- Offers role based access for all the users in the organization-retailer value chain
- Helps track the location and maps of FOSs by tracking their movement using latitude and longitude



mFreya offers a very stable, scalable and easy-to-manage architecture that requires negligible resources to be deployed for either in-premises or cloud setup.