



SEA-TECH SOFTWARE



Next Gen DMS: Transforming FMCG Thailand Distribution

A landmark 2-year program deploying AI-powered SFA & DMS across 200+ distributors and 50,000+ retail touchpoints nationwide



Distributors
200+



Retail Outlets
50K+



Sales Force
1,000+



Faster Order
Processing
+20%

1) The Opportunity

Unlocking National-Scale Distribution

Our client — a leading FMCG brand — operates one of Thailand's most expansive consumer goods networks, managing **two distinct product verticals** with fundamentally different supply chain dynamics and sales cycle rhythms.

With established systems already in place across 200+ distributors and 50,000+ retail outlets nationwide, the organization was well-positioned to take the next step: replacing siloed, low-efficiency tools with a **fully integrated, intelligent platform** built for growth at scale.

Key Opportunities for Transformation

- ✓ Real-time granularity for distributor inventory & field performance visibility
- ✓ Optimized routing efficiency, reduced travel time, more selling time
- ✓ Automated outlet verification to accelerate data accuracy
- ✓ SAP ERP + field sales integration for a single source of truth
- ✓ Greater RTM flexibility to respond dynamically to channel shift

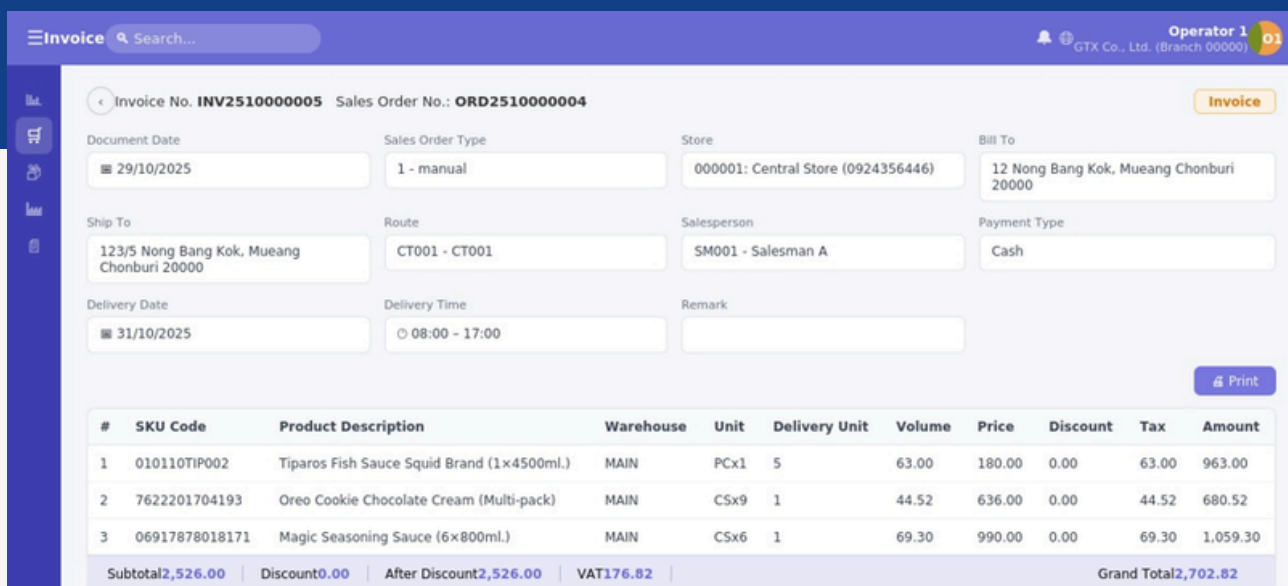
"The scale and diversity of the client's distribution footprint presented a clear transformation opportunity — to build on an existing operational foundation and unlock a step-change in field intelligence, fulfilment speed, and distributor performance across every region in Thailand."

- SEA Tech Program Leadership -



2) Next Gen DMS + AI-Powered SFA

Over 24 months, SEA-TECH deployed a fully integrated, cloud-enabled Distribution Management System — tightly coupled with a Sales Force Automation platform — built on a modern stack of SAP, DMS, and SFA, executed through a structured PMO framework.



The screenshot shows a software interface for viewing an invoice and order details. At the top, it displays 'Invoice No. INV251000005' and 'Sales Order No.: ORD251000004'. Below this, there are several input fields for document date (29/10/2025), sales order type (1 - manual), store (000001: Central Store), and bill to (12 Nong Bang Kok, Mueang Chonburi 20000). Further down, it shows ship to (123/5 Nong Bang Kok, Mueang Chonburi 20000), route (CT001 - CT001), salesperson (SM001 - Salesman A), and payment type (Cash). Delivery date is 31/10/2025 and delivery time is 08:00 - 17:00. A table below lists three items with columns for #, SKU Code, Product Description, Warehouse, Unit, Delivery Unit, Volume, Price, Discount, Tax, and Amount. The items are: 1. Tiparos Fish Sauce Squid Brand (1x4500ml.), 2. Oreo Cookie Chocolate Cream (Multi-pack), and 3. Magic Seasoning Sauce (6x800ml.). A summary row at the bottom shows Subtotal 2,526.00, Discount 0.00, After Discount 2,526.00, VAT 176.82, and Grand Total 2,702.82.

#	SKU Code	Product Description	Warehouse	Unit	Delivery Unit	Volume	Price	Discount	Tax	Amount	
1	010110TIP002	Tiparos Fish Sauce Squid Brand (1x4500ml.)	MAIN	PCx1	5	63.00	180.00	0.00	63.00	963.00	
2	7622201704193	Oreo Cookie Chocolate Cream (Multi-pack)	MAIN	CSx9	1	44.52	636.00	0.00	44.52	680.52	
3	06917878018171	Magic Seasoning Sauce (6x800ml.)	MAIN	CSx6	1	69.30	990.00	0.00	69.30	1,059.30	
Subtotal							2,526.00	Discount	0.00	After Discount	2,526.00
							VAT	176.82	Grand Total		2,702.82


DMS Screen: Invoice & Order Detail View — tracking order lines, pricing, and delivery information in real time

2.1 Program Management & SAP Integration

SEA-TECH provided end-to-end PMO services — governing milestones, managing risk, and aligning commercial, logistics, and IT stakeholders. A comprehensive baseline blueprint was developed through structured business requirement workshops, serving as the single source of truth for all design decisions.


2.2 Route Optimization & Outlet Intelligence

The most transformative element: Route Optimization and Outlet Intelligence system that fundamentally reimagined how 1,000+ field representatives operate every day.



Vector-Based Geospatial Visibility

Real-time GPS mapping of all outlets, territories, and sales force movements — giving leadership a live operational picture across the entire country



Outlet Verification

Automated validation of outlet existence and activity — cross-referencing GPS data, historical visits, and purchase activity to significantly accelerate accuracy and reduce dependency on field-based manual checks



Predictive Outlet Classification

Purchasing pattern analysis identifies high-growth pockets — enabling smarter resource allocation and targeted sales strategy per territory

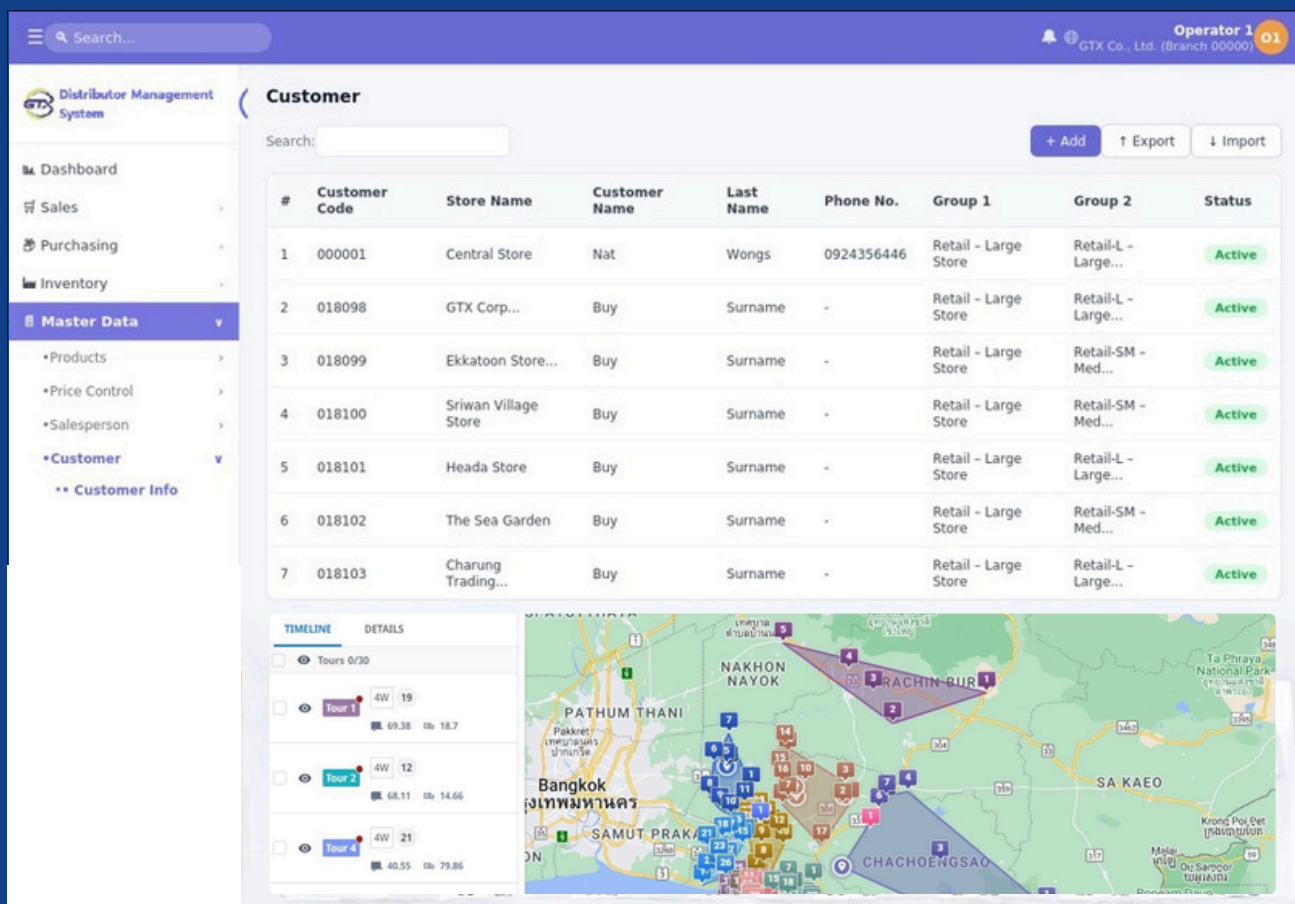


Automated Journey Plan (PJP) Design

Machine-generated daily visit schedules optimized by geography, visit frequency, and vehicle load capacity — reducing unproductive travel and maximizing selling time

2.3 Master Data Management & GPS Territory Mapping

As a critical foundation for the entire program, SEA-TECH led a comprehensive Master Data Management (MDM) exercise to ensure all data was clean, validated, and fully ready for go-live across SFA, DMS, and SAP. This covered the end-to-end preparation of outlet master data — including accurate classification, GPS-based territory mapping, and correct distributor assignment — for all 50,000+ outlets across Thailand. By establishing a single, verified data set before system deployment, the team eliminated data migration risk and ensured a smooth, confident launch across all three platforms.



The screenshot displays the 'Customer' management interface in the DMS. It features a search bar, '+ Add', '+ Export', and '+ Import' buttons. Below is a table listing customer details:

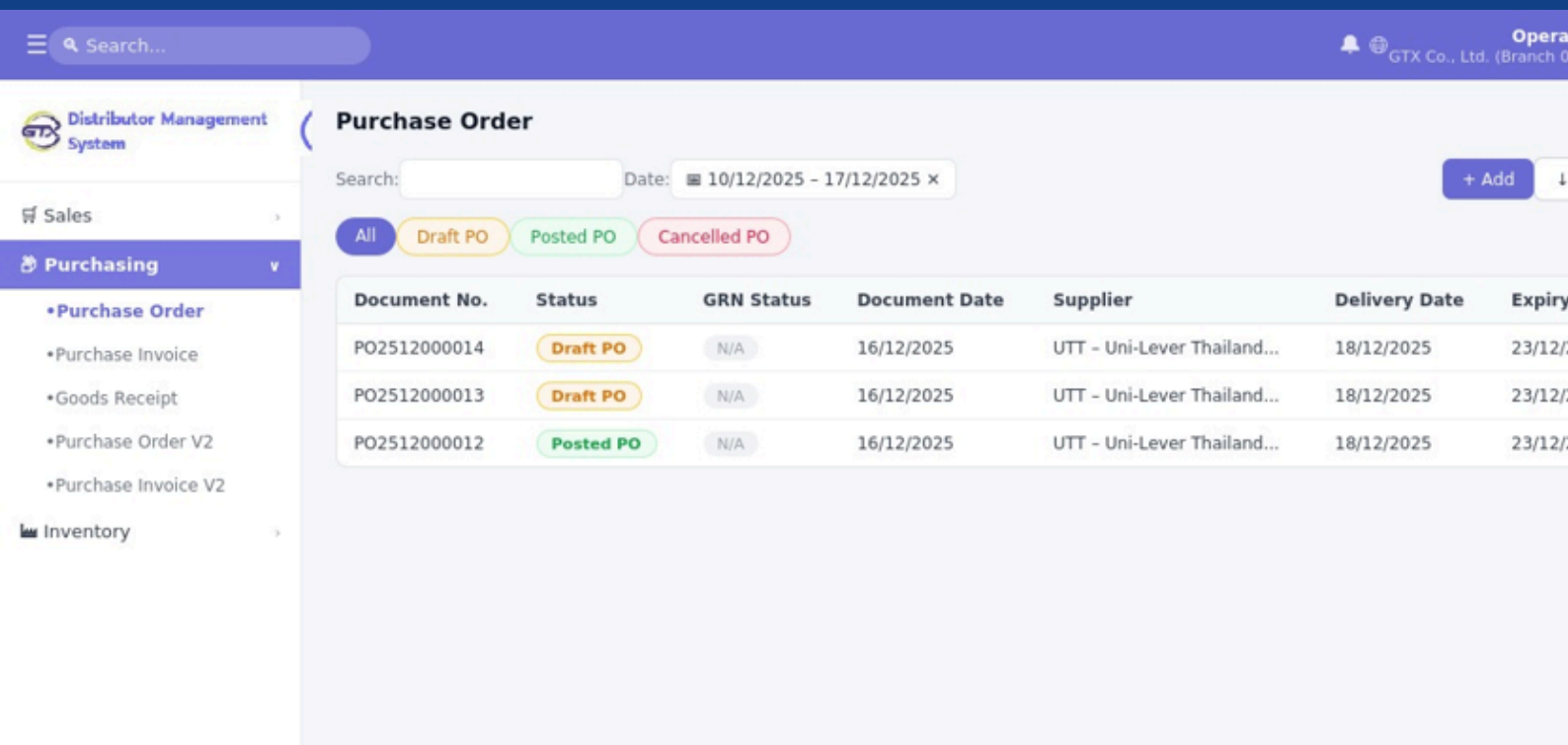
#	Customer Code	Store Name	Customer Name	Last Name	Phone No.	Group 1	Group 2	Status
1	000001	Central Store	Nat	Wongs	0924356446	Retail - Large Store	Retail-L - Large...	Active
2	018098	GTX Corp...	Buy	Surname	-	Retail - Large Store	Retail-L - Large...	Active
3	018099	Ekkatoon Store...	Buy	Surname	-	Retail - Large Store	Retail-SM - Med...	Active
4	018100	Sriwan Village Store	Buy	Surname	-	Retail - Large Store	Retail-SM - Med...	Active
5	018101	Heada Store	Buy	Surname	-	Retail - Large Store	Retail-L - Large...	Active
6	018102	The Sea Garden	Buy	Surname	-	Retail - Large Store	Retail-SM - Med...	Active
7	018103	Charung Trading...	Buy	Surname	-	Retail - Large Store	Retail-L - Large...	Active

Below the table, there is a 'TIMELINE' section with 'DETAILS' and a map of Thailand showing territory assignments. The map highlights regions like Bangkok, Nakhon Nayok, Ratchaburi, Chachoengsao, and Sa Kaeo with numbered markers corresponding to the customer list.

DMS Screen: Invoice & Order Detail View — tracking order lines, pricing, and delivery information in real time

3) Business Impact & Measurable Results

The true measure of any enterprise transformation lies in sustained business outcomes. This program achieved measurable impact across four critical dimensions:



DMS Screen: Purchase Order Management — status tracking, GRN matching, and supplier coordination in one view



Commercial Performance

- More SKUs sold per outlet visit — expanded basket per call
- Higher bill productivity — fewer missed calls, more selling time
- Expanded active store base



Operational Efficiency

- 20% reduction in order processing time — faster fulfilment
- Significantly higher one-day delivery rate via smart routing
- Real-time order tracking across all distributor touchpoints



Cost Optimization

- Optimized travel distance — directly cuts per-call logistics cost
- Reduced fulfilment cost via load consolidation and route intelligence
- Automated outlet verification frees teams for high-value work

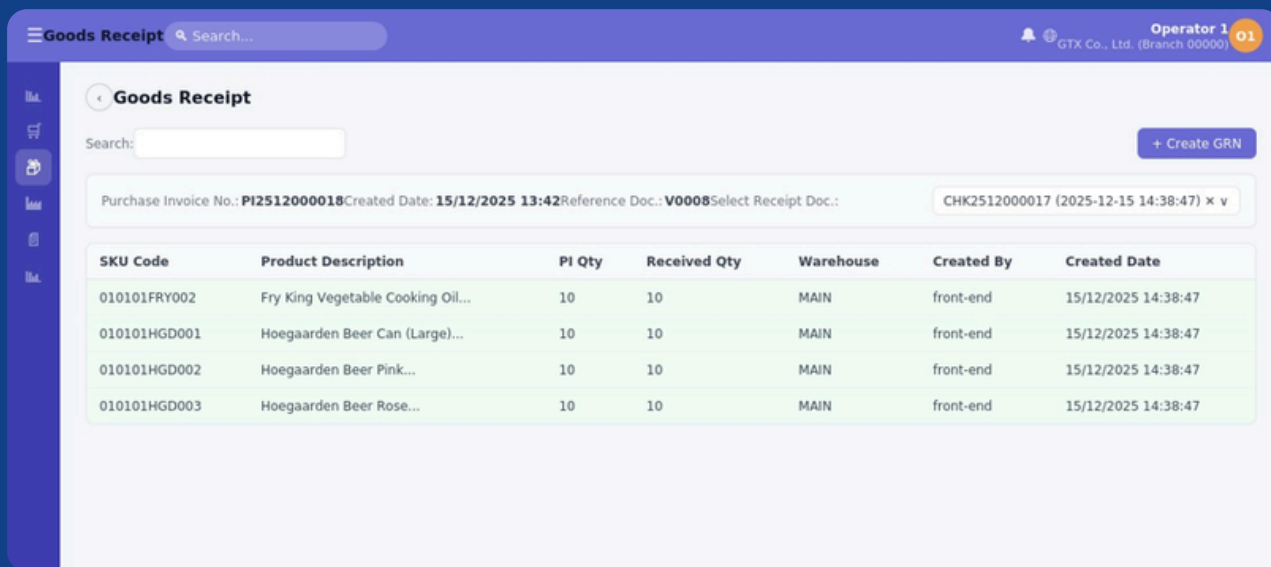


Change Management & Adoption

- 1,000+ sales force onboarded via structured LO/L1 support
- 4 Distributor SIT and UAT cycles ensuring deployment quality
- Business transformation sustained across 200+ distributor locations

What This Means for Your Business

The capabilities deployed in this program are not exclusive to large multinationals. The technologies, methodologies, and transformation frameworks SEA-TECH applied here are equally accessible to mid-market distributors, regional FMCG players, and businesses at any stage of their digitalization journey.



DMS Screen: Goods Receipt (GRN) — stock receiving linked directly to PO and real-time inventory update

If your organization faces any of the following, we can help:

- ✓ ERP and field sales systems running in parallel — and ready to be unified into a single, integrated platform
- ✓ Order capture processes that could benefit from greater speed, accuracy, and visibility at every touchpoint
- ✓ Delivery performance goals and logistics cost targets that the right routing intelligence can help you achieve
- ✓ A growing distributor network with the ambition to scale smarter and serve more outlets effectively
- ✓ A clear vision to harness AI and automation — and a need for the right partner to bring that vision to life



Ready to explore what Next Gen DMS can deliver for your network?

Contact us: www.sea-techsoftware.com info@gtnexttech.com

