

Rayterton Core Sales Force Automation Suite

A modern Field Execution platform that digitizes the daily sales lifecycle; Visit Management, Order Taking, Journey Planning, Invoicing, and Attendance.

Built for Sales Operations and Field Teams that need rapid digitization and strict discipline without complexity.

The Foundation of Sales Operations.

Digitize Your Frontline Operations

This is the foundation. Before you can optimize, you must digitize. This suite removes paper and WhatsApp from the equation, giving you a clean, real-time view of your market coverage. It focuses on the 8 Essential Modules for daily execution.

Module Breakdown: The Essentials

Sales Command Center The "War Room" for your Sales Manager. Monitor live visits, active salesmen, and real-time revenue ticking in like a stock market board. Stop waiting for end-of-day reports.

The image displays two screenshots of the Rayterton Sales Force Automation platform. The left screenshot shows the 'NATIONAL SALES COMMAND CENTER' with various dashboards including 'Geospatial Distribution' (map of Jakarta with sales points), 'Sales Velocity (Daily)' (line chart showing sales volume over time), and 'Regional Distribution' (bar chart showing sales volume by region: Jakarta 40%, Java Barat 22%, Java Tengah 18%, Java Timur 10%). The right screenshot shows the 'System Intelligence' module, which displays a list of real-time anomaly detections such as 'Geo-Fence Violation' and 'Low Stock Level'.

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System Intelligence • LIVE

Real-time anomaly detection stream

6 TOTAL EVENTS

4 CRITICAL

100% UPTIME

CREDIT LIMIT BREACH
SYSTEM BLOCKED 10 ORDERS today due to overdue invoices (> Rp 500M exposed risk). Finance approval required.

Order Rejected
Transaction Rp 26.000.000 for Toko Sumber Rejeki rejected automatically. Credit Limit Exceeded.

Order Rejected
Transaction Rp 25.000.000 for Agen Sembako Budi rejected automatically. Credit Limit Exceeded.

Order Rejected
Transaction Rp 22.000.000 for Minimarket 99 rejected automatically. Credit Limit Exceeded.

Geo-Fence Violation
Salesman Budi Santoso checked in 12km away from assigned location (Toko Berkah). Verification needed.

Big Win!
New Enterprise Order: Rp 125.000.000 from Distributor Utama Jakarta secured!

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Performance Overview

Resources Local, Salesmen. Track your progress.

CURRENT ACHIEVEMENT
77%
(+15% vs last month)
Target: Rp 500.000.000

PROPOSED REVENUE
Rp 4.500.000
To 2x Multiplier
Estimated based on current performance

Badges

Sales Velocity (Daily)

Category Mix

Regional Leaderboard

Top performers for January 2024

Rayterton Ops
1st Place
EW 2
RO 1
Budi Sams... 3

AndPratama 4th Place
DediKusuma 5th Place

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Performance Audit

Real-time intervention monitoring.

SALES ACHIEVEMENT
68%
▲ Below Pace (-8%)
Gap: Rp 160.000.000

OPERATIONAL HEALTH
45% Effective Calls
Actual: 72 Target: 160
"Low visit frequency detected."

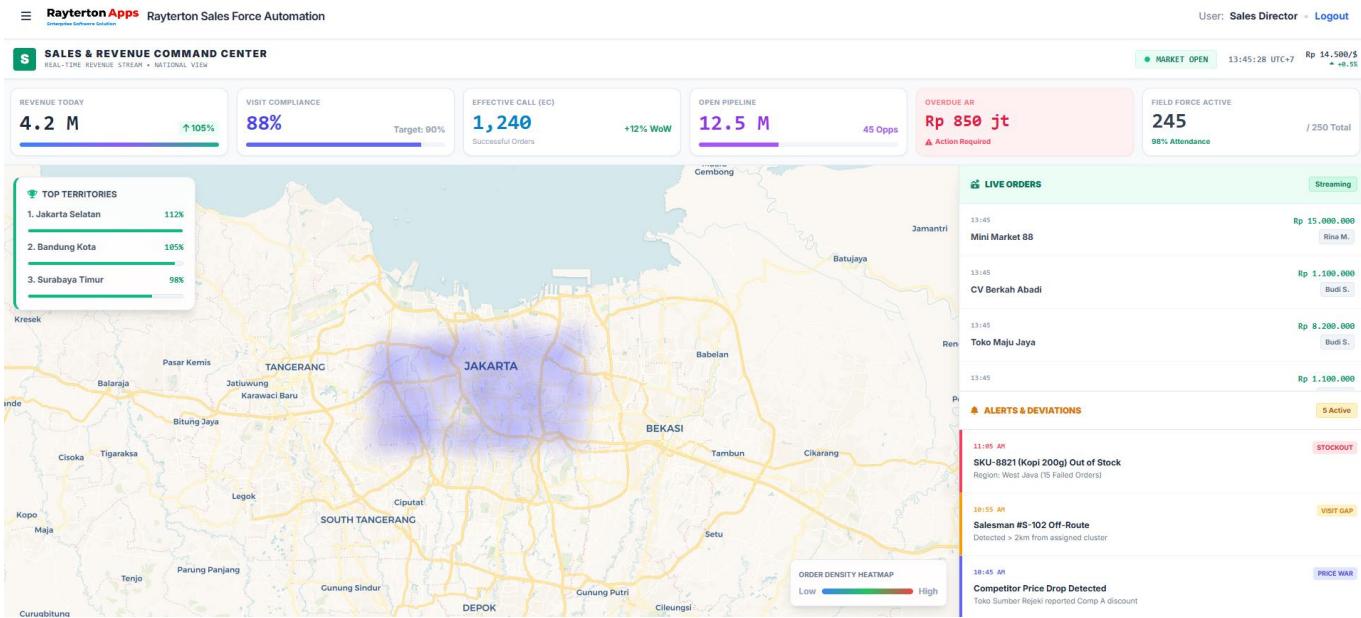
CRITICAL ALERT

PROJECTED INCENTIVE
AT RISK
Rp 4.5jt → Rp 0
Bonus voided due to Low Effective Call (< 80%). Increase visits immediately.

Sales Trend vs Activity

Focus Categories

New Product Launch 24% (Critical)
Core SKU 65% (Warning)



Customer / Outlet Onboarding Expand your territory aggressively. Salesmen register new shops (NOO) directly in the field. Mandatory geotagging and shop photos ensure your database is clean from day one.

New Outlet Opening

Register new potential outlets and submit for validation.

OUTLET INFORMATION

Store Name: e.g. Toko Berkah Jaya

Owner Name: e.g. Bpk. Sumono

Phone / WhatsApp: 0812...

Classification Channel: Select Grade...

Full Address: Jalan, RT/RW, Kelurahan...

City / District: Jakarta Selatan

LOCATION TAGGING

GPS Active Accuracy: 3 Minutes

Lat: -6.2088 Long: 106.8456

NATIONAL ONBOARDING HUB

Coverage: Jakarta, Bekasi, Tangerang, Bandung (Total Universe: 4,520 Active Outlets) 98.5% GPS ACCURACY

PENDING QUEUE 80 Bulk Approve

OUTLET	GPS ACCURACY	STATUS
Toko Buku Restu Ibu Jakarta (K6)	98.1% GPS ACCURACY	WARNING
Toko Alat Tulis Merdeka Jogja (Y4)	98.1% GPS ACCURACY	WARNING
ATK Jaya Sentosa Jakarta (T8)	98.1% GPS ACCURACY	WARNING
Koperasi Siswa SMK 1 Solo Jakarta (G7)	98.1% GPS ACCURACY	SAFE
Toko Buku Restu Ibu Solo (H7)	98.1% GPS ACCURACY	SAFE
Toko Buku Restu Ibu Jogja (N1)	98.1% GPS ACCURACY	Critical
Toko Kitab Al-Huda Sukoharjo (X6)	98.1% GPS ACCURACY	SAFE
Koperasi Siswa SMK 1 Solo Jogja (J9)	98.1% GPS ACCURACY	Critical

Sales Team Management Manage your digital roster easily. Handle territory assignments, role hierarchies, and salesman transfers without needing IT intervention.

Sales Team Structure

HIERARCHY ACTIVE

TOTAL FORCE 87 **SUPERVISORS** 10 **ACTIVE PERSONNEL** 87

Search Name, Code, Phone or Role... Show 10 entries

PERSONNEL PROFILE + JOB ROLE + DEVICE STATUS + CONTACT REPORTS TO STATUS + ACTION

PERSONNEL PROFILE	JOB ROLE	DEVICE STATUS	CONTACT	REPORTS TO	STATUS	ACTION
AB Abdul Ramman	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			
AO Agus Salis	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			
AO Agus Santoso	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			
AO Agus Setiawan	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			
AO Agus Wijaya	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			
AH Ahmed Faizi	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			
AH Ahmed Ali Farzi	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			
AN Andi Pratama	SALESMAN	0% (Never Logged)	U_091234567890			
AN Andi Wijaya	SUPERVISOR	0% (Jan 10/00 AM)	U_091234567890			
AN Anita Dewi	SALESMAN	0% (Jan 10/00 AM)	U_091234567890			

Showing 1 to 10 of 87 entries

Edit Profile Sales force data management.

SALESMAN CODE * SPV-3KT FULL NAME * Andi Pratama

JOB ROLE Salesman Supervisor Manager

DIRECT SUPERVISOR -- No Supervisor -- MOBILE NUMBER

AREA / BRANCH HEAD OFFICE STATUS

Cancel Save Changes

Journey Plan (PJP) & Routes Stop the wandering. Define exactly which stores must be visited on Monday, Tuesday, etc. The system guides the salesman, ensuring optimal coverage and fuel efficiency.

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Journey Plan & Execution MONITORING 18-25 VISITS/SALESMAN STANDARDS + New Plan

VISIT PRODUCTIVITY 22 Avg. Visits / Salesman In Target Range (18-25)

EXECUTION RATE 88% Real-time Completion

TOTAL COVERAGE 1206 Scheduled Visits Today

Search Salesman, Route, or Status... SHOW 10

SALESMAN & ROUTE	DAY & CYCLE	EXECUTION STATUS (MIX)	TARGET	ACTION
Ahmad Fauzi Rute Palembang Kota	MON W1	18 Visited (4 Missed)	22 STOPS	<input checked="" type="checkbox"/> <input type="checkbox"/>
Andi Wijaya Rute Jakarta Pusat - Senin	MON W1	22 Visited (2 Missed)	24 STOPS	<input checked="" type="checkbox"/> <input type="checkbox"/>
Budi Santoso (TO) General Route	MON W1	16 Visited (4 Missed)	20 STOPS	<input checked="" type="checkbox"/> <input type="checkbox"/>
Dedi Kurniawan Rute Bali Depnepur	MON W1	17 Visited (3 Missed)		
Kadek Surya General Route	MON W1	18 Visited (3 Missed)		
Lina Mariani Rute Bekasi Barat	MON W1	21 Visited (4 Missed)		
Lina Purnata General Route	MON W1	18 Visited (3 Missed)		
Mei Lin Tan Rute Yogyakarta Kota	MON W1	21 Visited (3 Missed)		
Nurul Huda Rute Makassar Pusat	MON W1	20 Visited (3 Missed)		
Paulus Wenda Rute Samarinda Pusat	MON W1	20 Visited (3 Missed)		

Showing 1 to 10 of 56

Route Execution Detail (Live Tracking + Visit Frequency 100 to 1742)

PLAN CONFIG

SALESMAN Ahmad Fauzi

DAY Monday

CYCLE Week 1

TOTAL STOPS 22

JOURNEY TIMELINE

PENDING 051-001 Asetab Book Store

PENDING 051-002 Agen Maju Rejeki

PENDING 051-003 Citra Fotocopy

PENDING 051-004 Bintang Utama Baru

Cancel Save Changes

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Daily Visit Plan Route #0324-001 • Salesman: Andi Pratama

COMPLETION 15% VISITED / TOTAL 6 / 40 PENDING 34 TOTAL SALES Rp 16,588,961

Journey Timeline (40 Stores)

Minimarket Keluarga 16 Jl. Kartika Dalem No. 31 Scheduled

Warung Pojok 96 Jl. Raden Dalem No. 80 09:00 - 09:30

Toko Rotti Enak 44 Jl. Ampera No. 22 09:00 - 09:30

Toko Rotti Enak 13 Jl. Ampera No. 11 09:00 - 09:30

Depot Air Minum 27 Jl. Kartika Dalem No. 31 Toko Tropic

Ad-hoc Visit Manager Find nearby opportunities and register unplanned visits.

Search store...

High Potential

Warung Pojok Bu Ani Jl. Raden Dalem No. 12 09:00 - 09:30

Depot Air Minum Segar Jl. Kremat Pakela No. 5 09:00 - 09:30

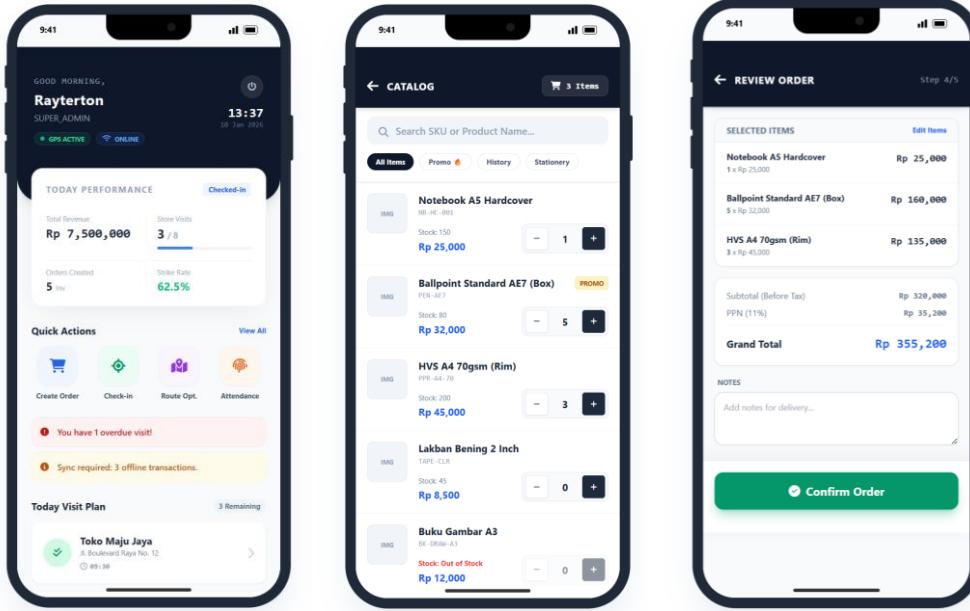
Star Mart Express Jl. Guciandana Tengah III 09:00 - 09:30

Restoran Padang Sederhana Jl. Ahmad Dahlan No. 20 HORORIA - Last: Never

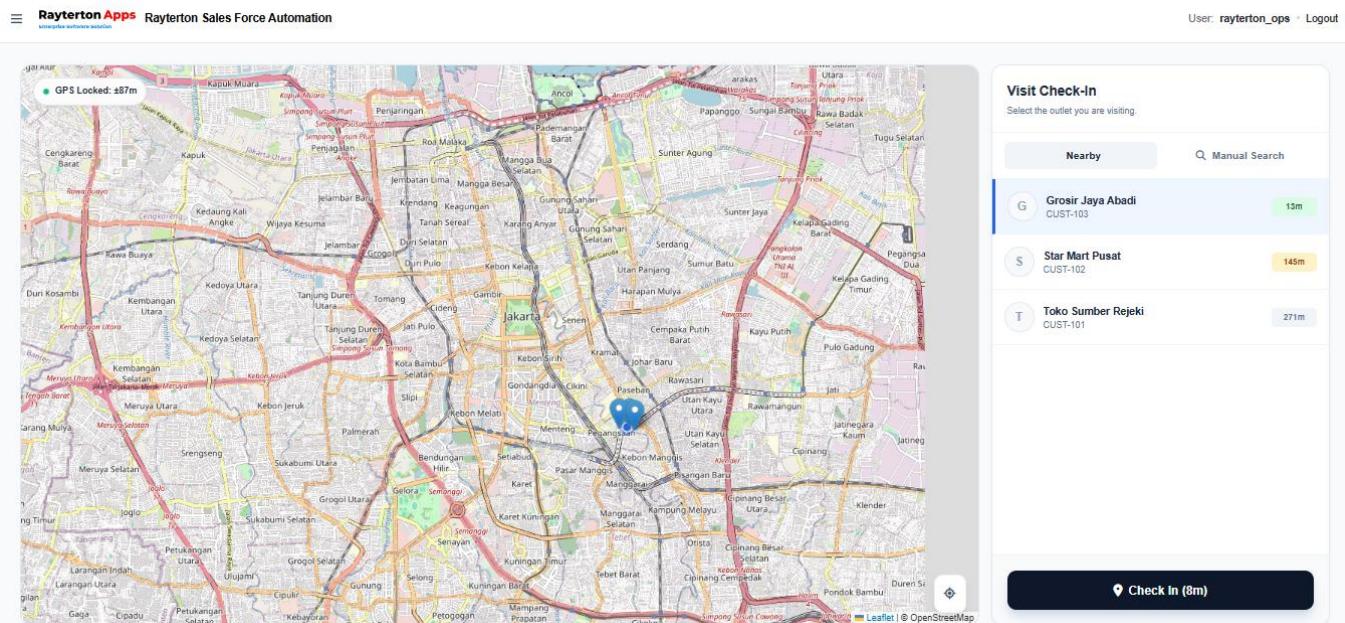
GPS Accuracy: High

Report a problem | OpenStreetMap contributors

Mobile Order Taking Speed is money. Salesmen browse a visual catalog, check stock availability, and book orders in seconds.



Geo Fencing & Attendance. The "Check-In" button is **LOCKED** unless the GPS detects the salesman is physically at the store. If they aren't there, they can't fake the visit.



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Team Presence

Real-time attendance & geo-location tracking.

TOTAL TEAM 15 **PRESENT** 12 **LATE IN** 2 **ABSENT** 1

Employee Log

All Active Late

Employee	Role	Check-in Time	Status
RO	Sales Motoris	07:45 AM	ON TIME
BS	Sales Canvas	08:15 AM	LATE
AP	Team Leader	07:30 AM	COMPLETED
DK	Sales Motoris	08:45 AM	LATE
SA	Sales Admin	07:55 AM	ON TIME

Rayterton Ops
Sales Motoris
CHECK-IN 07:45 AM
LOCATION Kantor Pusat - Te...

Map

Tuesday, 06 January 2026

Valid Location

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Geo-Fencing Analysis

Verifikasi validitas kunjungan via OpenStreetMap.

COMPLIANCE 88.5% Valid Visits

AVG. DISTANCE 24 m Tolerance: <50m

FRAUD 5 False GPS / Far Check-in

VISITS TODAY 142 Records Found

Check-ins

- Budi Santos 08:15 AM Toko Maju Jaya (Pasar Minggu) ✓ 12 m Samsung A54 (Android 13)
- Andi Pratama 09:30 AM Warung Bu Siti ✗ 45 m Oppo Reno 8
- Dedi Kusuma 10:45 AM Minimarket Berkah ✗ 450 m Xiaomi Redmi Note 18
- Rina Amalia 11:10 AM Toko Sumber Rejeki ✓ 5 m iPhone 13
- Budi Santos 11:45 AM Toko Maju Jaya (Pasar Minggu) ✓ 22 m Samsung A54 (Android 13)

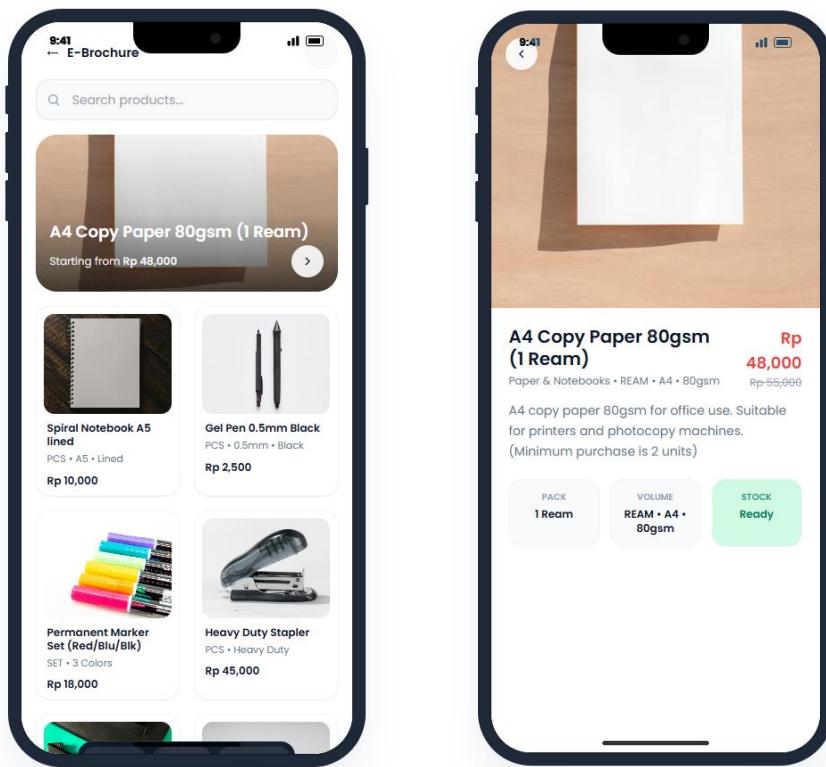
Map

BS (Budi Santos) is located at Toko Maju Jaya (Pasar Minggu). The check-in distance is 12 meters, which is valid. The location is marked with a blue circle on a green dashed geo-fence.

Check-in Distance: 12 Meters

Status: VALID

Mobile App (Salesman Interface) A lightweight, user-friendly interface designed for rapid adoption, even for older salesmen who are not tech-savvy.



Stop Running Blind.

You cannot manage what you cannot see. If your team is still reporting via chat apps, you are losing visibility every hour. Deploy the Core SFA Suite today. Get 100% visibility of your field team in under 2 weeks.

Contact Us :



+62 812 9615 0369



marketing@rayterton.com

Rayterton Execution & Control Suite

A robust Commercial Control System that unifies the transaction lifecycle; Pricing Strategy, Inventory Logic, Financial Reconciliation, Credit Risk, and Market Survey.

Built for Finance and Commercial Managers who need to enforce head office strategy and prevent revenue leakage.

Total Commercial Control.

Enforce Strategy. Stop Leakage.

Once your team is digital, you need Control. This layer transforms your SFA from a "recording tool" into an "enforcement engine." It ensures every transaction complies with your business rules.

Module Breakdown: The Enforcers

Master Data Management The single source of truth. Centralize your SKUs, UOM conversions, and Price Hierarchies. Ensure every branch across the nation speaks the same data language.

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Product Master SKU DATABASE ACTIVE

Database **ACTIVE ITEMS 507** **BRANDS MANAGED 4**

TOTAL SKU 507

Search Product Name, SKU Code, Brand... Show: 10 entries

PRODUCT PROFILE **BRAND & CATEGORY**

Biskuit Coklat Kaleng SKU-583	OWN BRAND GENERAL
Kopi Arabica Premium 250g SKU-581	OWN BRAND GENERAL
Mie Instan Kardus (40pcs) SKU-586	OWN BRAND GENERAL
Minyak Goreng 2L Pouch SKU-584	OWN BRAND GENERAL

Edit Product Manage catalog information.

General Info **Pricing & Financials** **Logistics**

Selling Price **Costing**

65000.00 **0.00**

Cancel **Save Changes**

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Customer Database MASTER DATA ACTIVE

All Database **OUTLET AKTIF 30 HARI 2.950** **NEW OUTLET BULANINI 120**

TOTAL OUTLET TERDAFTAR 3600

Search Customer Name, Code, or Phone... Show: 10 entries

IDENTITY **SEGMENT** **CONTACT** **LIMIT** **LOCATION** **VALIDATION** **STATUS** **ACTION**

AB Abadi Book Store CUST-481	RETAIL	Ahmad Faizli	Rp 3.000.000	VALID	ACTIVE
AG Agen Alat Kantor CUST-1802	STAR OUTLET	Yudi Lumenta	Rp 15.000.000	PENDING	ACTIVE
AG Agen Dunia CUST-807	RETAIL	Tri Handoko	Rp 10.000.000	VALID	ACTIVE
AG Agen Maju Rejeki CUST-688	WHOLESALE	Yunus Wally	Rp 10.000.000	VALID	ACTIVE
AG Agen Mokmur CUST-408	RETAIL	Hendri Saputra	Rp 10.000.000	VALID	ACTIVE
AG Agen Sumber CUST-614	RETAIL	Lalu Firmansyah	Rp 10.000.000	VALID	ACTIVE
AG Agen Utama Sejahtera CUST-815	WHOLESALE	Sari Dewi	Rp 10.000.000	VALID	ACTIVE
AL Alat Tulis Murah CUST-1809	RETAIL	Rina Wulandari	Rp 10.000.000	VALID	ACTIVE
BI Bintang Cahaya CUST-872	WHOLESALE	Fajri Ramadhan	Rp 10.000.000	VALID	ACTIVE
BI Bintang Cahaya CUST-865	WHOLESALE	Hendra Gunadi	Rp 10.000.000	VALID	ACTIVE

Showing 1 to 10 of 3600 entries

Edit Customer Manage profile and commercial terms.

General Profile **Commercial & Financial**

Critical: Catalog Segmentation Selection below determines the Product Catalog visible to this customer.

CUSTOMER SEGMENTATION * **Select Segment**

Credit Limit **ACCOUNT STATUS**

Rp 15000000.00 **Active**

Cancel **Save Changes**

Stock & Inventory Visibility Don't sell air. Salesmen see real-time "Available-to-Promise" stock. If the warehouse is empty, the system blocks the order, preventing delivery failures and customer anger.

Promotions & Trade Schemes Run complex campaigns without headaches. Configure "Buy 12 Get 1" or "Bundling" at HQ. The system auto-calculates it in the cart.

PROMO STRATEGY

ACTIVE CAMPAIGNS: 6 RUNNING

ACTIVE PROMOS: 6 | PARTICIPATING STORES: 1,240 | BUDGET UTILIZED: 68% | SALES UPLIFT: +24.5%

PAKET LEBARAN (Seasonal) | MECHANISM: Buy 5 Karton Sirup + 5 Karton Biskuit, Get Free 1 Karton Teh. | Redemption: 850 / 1000 (85%) | Ends in 5 Days

BUY 10 GET 1 (Trade Promo) | MECHANISM: Valid for all SKU Category A (Beverages). Multiples apply. | Target: 5,000 Cases (42%) | Ends: 30 Oct 2025

-5% OFF FLASH DISCOUNT (Ending Soon) | MECHANISM: Flat 5% discount for Cash Payment (COD) only. | Usage: High (92%) | Ends: Tomorrow 17:00

LAUNCH OFFER (NEW ARRIVAL) | MECHANISM: Buy 2 Karton "Kopi Baru", Get Free Starter Kit & POSM. | Penetration: 15% | Valid: All Month

CLEARANCE (OLD STOCK) | MECHANISM: Discount 20% for Old Packaging (SKU-OLD-001). No Return. | Stock Left: 120 Ctn | Until Stock Last

WEEKEND FLASH DEAL | MECHANISM: Extra 2% Off for Order > Rp 5.000.000 placed on Saturday/Sunday. | Status: Upcoming | Starts: Sat 00:00

Pricing & Discount Engine Price correctly every time. Automatically assign different price lists for Retail vs. Wholesale. Prevent salesmen from giving unauthorized cheap prices to the wrong customers.

Multi-level Discounts (Pricing Engine Active)

Active Rules (Manage cascading discounts for customers.)

Search Rule Name, Customer Type...

Rule Name & Period	Target Segment	Discount Structure
Grosir Gold Program 30 Dec 25 -> 30 Dec 25	WHOLESALE ALL	5% + 2% +1% Cash
Retail Loyalty 30 Dec 25 -> 30 Jun 26	STAR_OUTLET BODY CARE	3%

Edit Rule (Configure cascading discounts.)

Grosir Gold Program

Target Segment: Wholesale / Grosir | **Product Category:** All Categories

Start Date: 12/30/2025 | **End Date:** 12/30/2026

Structure Config:

- LEVEL 1 (5.00%)
- LEVEL 2 (2.00%)
- LEVEL 3 (0.00%)

Extra Cash Discount: 1.00%

Cancel | **Save Changes**

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Pricing Strategy & Enforcement

Active Ruleset: Q1-2026-STRICK

Modern Trade Contract ACTIVE
RL-009
Trigger: Chan = MT_KEY_ACC
Output: FIXED CONTRACT PRICE
⚠ NO OVERRIDE ALLOWED

General Trade Standard ACTIVE
RL-001
Trigger: Output: Type = RETAIL
HET (BASE + 25%)
⚠ Max Disc 2%

Credit Risk Protection SYSTEM
RL-999
Trigger: Output: Risk > 80%
CASH ONLY PRICE
⚠ FRAUD PROTECTION

Price Mismatch & Enforcement Audit
Real-time monitoring of unauthorized pricing attempts by field force.

74 VIOLATIONS BLOCKED TODAY

TIME	SALESMAN / STORE	PRODUCT CONTEXT	PRICE CHECK (MISMATCH)	VIOLATED RULE	SYSTEM ACTION
10:42:15	BS Bud Santoso Toko Maju Jaya (MT)	Oat Milk Barista Qty: 50 Ctn	✖ Rp 40.000 ✖ Rp 45.000	RL-009 Contract Deviation: -11%	REJECTED
10:38:05	AS Andi Saputra Warung Benkan (GT)	Kopi Gula Aren Qty: 10 Box	✖ Rp 120.000 ✖ Rp 125.000	RL-001HET Manual Edit Not Allowed	AUTO-RESET
10:15:22	DP Dedi Pratama Super Indo (KA)	Potato Chips 60g Qty: 200 Pcs	✖ Disc 50% ✖ Disc 0%	Promo Expired Invalid Voucher Code	FRAUD PREVENTED

Payment Collection Salesmen record Cash/Transfer payments on the spot. Finance sees the incoming money real-time before the salesman even returns to the office.

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Payment Collection

FINANCE ACTIVE

COLLECTED TODAY
Rp 412.408.700

TRANSACTIONS
2 Trx

New Payment Entry
Record collection from customer.

CUSTOMER SELECTION
Warung Bu Siska (Tele 30) (CUST-8)

PAYMENT METHOD
CASH

TOTAL PAYMENT AMOUNT
Rp 25.000.000

Outstanding Invoices
INV/2026/0003
Out 2026-02-01
Rp 25.000.000

CONFIRM PAYMENT

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Outstanding Balance
Aging schedule & collection management view.

TOTAL ACCOUNTS RECEIVABLE
Rp 37.667.000.000
Total Unpaid Invoices across all aging buckets

Current **1-30 Days** **31-60 Days** **> 90 Days**

NOT DUE YET **Rp 15.709.000.000** (19 Invoices)

OVERDUE 1-30 DAYS **Rp 7.844.000.000** (12 Invoices)

OVERDUE 31-60 DAYS **Rp 1.480.000.000** (2 Invoices)

BAD DEBT (> 90 DAYS) **Rp 12.634.000.000** (12 Invoices)

Critical Collection (>90 Days) 12 ITEMS

- INV-2025-0040 Sentosa Supermarket DUE DATE 17 Jul +176 Days OUTSTANDING Rp 1.088.000.000
- INV-2025-0034 Toko Besi Sejahtera DUE DATE 24 Jul +169 Days OUTSTANDING Rp 386.000.000
- INV-2025-0038 Koperasi Karyawan DUE DATE 24 Jul +169 Days OUTSTANDING Rp 1.220.000.000
- INV-2025-0029 Grosir Jaya Abadi DUE DATE 4 Aug +158 Days OUTSTANDING Rp 1.212.000.000
- INV-2025-0018 Depot Bangunan DUE DATE 11 Aug +151 Days OUTSTANDING Rp 1.431.000.000

Returns & Claims Manage Bad Stock (BS) returns systematically with approval workflows. No more uncontrolled dumping of damaged goods.

User: rayterton_ops · Logout

Return Request
Toko Maju Jaya Abadi ID: CUST-8821 Session Active

TOTAL RETURN VALUE **Rp 2.396.000** (Estimated Refund)

RETURN LIMIT **Rp 15.000.000** (Safe (12% Used))

ITEM COUNT **12** (90Us in Request)

Items in Basket

Item	Quantity	Value
Premium Arabica Coffee 250g	1	Rp 2.396.000

Return Approval
Region: Jakarta Selatan (Area 1)

Request	Total Value
RET-2310-099 Toko Sembako Abadi	Rp 28.50
RET-2310-095 Toko Maju Jaya Abadi	Rp 850.000
RET-2310-091 Toko Budi Santoso	Rp 2.450.000

Return Policy Alert
Items reported as "Roten/Busuk" must be submitted within 7 days of delivery. This request exceeds the allowable window (H+30). System recommends rejection.

Item Details

Item	Value
Susu UHT Full Cream 1L	Rp 850.000
Batch B-EXP-001 • Ref INV-OLD-882	48 PCS

Van Sales (Canvas) Track truck inventory mutations (Load In, Sell Out, Returns) precisely. A single missing item will be detected during reconciliation.

The screenshot shows the 'Logistics Command' interface. On the left, the 'WAREHOUSE INVENTORY' section displays six items with their availability and a '+' button to add them to the manifest. A search bar is also present. On the right, the 'Current Manifest' section shows three items being loaded into a truck with a total weight of 696.3 kg. The manifest summary at the bottom indicates 152 SKUs and a total weight of 696.3 kg. A 'CONFIRM & DISPATCH' button is at the bottom right.

The screenshot shows the 'Logistics Command' interface. The layout is identical to the first one, with a warehouse inventory on the left and a current manifest on the right. The manifest summary at the bottom indicates 152 SKUs and a total weight of 696.3 kg. A 'CONFIRM & DISPATCH' button is at the bottom right. A note in the manifest area states 'Variance: -2 KRT (Green Tea)' with a warning icon.

Credit Limit Control Stop bad debt at the source. If a store exceeds their credit limit or has overdue invoices, the system **BLOCKS** new orders automatically. Salesmen are forced to collect payment first.

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CREDIT CONTROL TOWER

SYSTEM ENFORCEMENT: STRICT

TOTAL DEBT EXPOSURE
 Rp 5.613.400.000

OVER LIMIT ACCTS
12

HARD BLOCKED
8
Legal Action Required

PORTFOLIO RISK
74%

Account Status		SHOW 10	Search Customer...		
CUSTOMER NAME	CREDIT USAGE	CURRENT DEBT	LIMIT	SYSTEM STATUS	ACTION
Koperasi Karyawan CUST-BLK-084 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 132.2%; background-color: #f08080; height: 10px;"></div>	Rp 230.000.000	Rp 174.000.000	BLOCKED	Locked
Sentosa Abadi CUST-BLK-087 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 182.8%; background-color: #f08080; height: 10px;"></div>	Rp 159.000.000	Rp 87.000.000	BLOCKED	Locked
PT. Distribusi Utama CUST-BLK-082 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 181.4%; background-color: #f08080; height: 10px;"></div>	Rp 205.000.000	Rp 113.000.000	BLOCKED	Locked
Grosir Sembako Jaya CUST-BLK-083 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 158.9%; background-color: #f08080; height: 10px;"></div>	Rp 157.000.000	Rp 124.000.000	BLOCKED	Locked
CV. Sumber Rejeki CUST-BLK-081 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 127.4%; background-color: #f08080; height: 10px;"></div>	Rp 242.000.000	Rp 190.000.000	BLOCKED	Locked
Retailindo Group CUST-BLK-086 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 100%; background-color: #f08080; height: 10px;"></div>	Rp 180.000.000	Rp 150.000.000	BLOCKED	Locked
Toko Maju Mundur CUST-BLK-088 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 100%; background-color: #f08080; height: 10px;"></div>	Rp 150.000.000	Rp 120.000.000	BLOCKED	Locked
Toko Besi Kuat CUST-BLK-085 ⚠ OVERDUE > 90 DAYS & BAD CHEQUE	<div style="width: 100%; background-color: #f08080; height: 10px;"></div>	Rp 120.000.000	Rp 90.000.000	BLOCKED	Locked
Mitra Usaha G CUST-BLV-086 ⚠ CREDIT LIMIT EXCEEDED	<div style="width: 100%; background-color: #f08080; height: 10px;"></div>	Rp 90.000.000	Rp 60.000.000	BLOCKED	Locked
Mitra Usaha J CUST-BLV-089 ⚠ CREDIT LIMIT EXCEEDED	<div style="width: 100%; background-color: #f08080; height: 10px;"></div>	Rp 60.000.000	Rp 30.000.000	BLOCKED	Locked

SHOWING 1 TO 10 OF 50 ACCOUNTS



ORDER REJECTED

Koperasi Karyawan
CUST-BLK-084

Credit Limit Exceeded by
Rp 125.000.000

PLEASE CONTACT FINANCE DEPT.

Credit Limit: Rp 61.000.000 Current Debt: Rp 186.000.000

ACKNOWLEDGE & CLOSE

Competitor & Survey Order your team to report competitor prices and activities. Use this data to adjust your pricing strategy faster than the market.

The screenshot shows the Rayterton Sales Force Automation interface. At the top, there is a navigation bar with the Rayterton Apps logo, the text "Rayterton Sales Force Automation", and a user dropdown "User: rayterton_ops". Below the navigation bar, there is a section titled "Competitor Intelligence" with the sub-instruction "Real-time market activity radar & price monitoring.".

Three reports are listed on the left side:

- Report on: Competitor X**
Rayterton Ops, 5 days ago. Super Clean 400ml - Mereka banting harga di Toko Bintang Jaya. Diskon 15% langsung potong nota.
PRICE OBSERVED: Rp 12.500
- Report on: Global Brand Y**
Rayterton Ops, 5 days ago. Energy Drink Bottle - Buy 2 Get 1 Free program berjalan di area Jakarta Selatan.
PRICE OBSERVED: Rp 5.000
- Report on: Local Player Z**
Robert Hartono, 5 days ago. Sabun Colek - Varian baru wangi Lavender, kemasan sachet.
PRICE OBSERVED: Rp 2.000

On the right side, there is a "New Report" form:

- Competitor Name: e.g. Brand X
- Activity Type: Price Drop / Diskon
- Product Name: Product details...
- Price Observed (Rp): 0
- Notes / Findings: Describe the activity...
- Upload Photo Proof: (button with camera icon)
- Submit Intel: (button with camera icon)

Secure Your Profit Margins.

Revenue means nothing if you leak margin through pricing errors and bad debt. Don't let salesmen decide your financial rules in the field. Upgrade to the Execution & Control Suite to put a "Digital Guard" on your business logic.

Contact Us :



+62 812 9615 0369



marketing@rayterton.com

Rayterton Enterprise Intelligence Suite

A strategic Decision Support Ecosystem that unifies the stakeholder lifecycle; Principal Collaboration, People Performance, Advanced Analytics, and Ecosystem Integration.

Built for Directors, Principals, and Business Owners who need high-level visibility and seamless system connectivity.

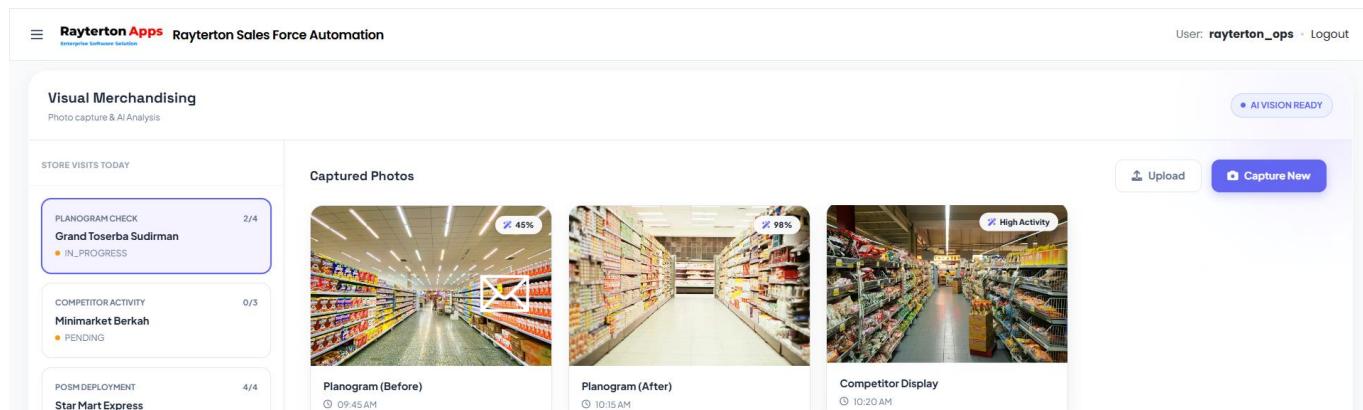
Strategic Insight & Growth.

From Operational Data to Market Dominance

This is the ultimate layer for leadership. It moves beyond daily operations to focus on Market Share and Ecosystem Connectivity. It breaks down silos between the Principal, the Distributor, and the Field Force.

Module Breakdown: The Strategy

Visual Merchandising Dominate the shelf. Require salesmen to take photos of your display. The system helps you track "Share of Shelf" and ensure your brand is visible against competitors.



Rayterton Apps Rayterton Sales Force Automation

User: rayterton_ops Logout

P Planogram Audit

MAIN MENU

- Dashboard
- Shelf Monitor**
- Compliance Tasks

REPORTS

- Audit Logs
- Photo Gallery

Hypermart Central Park

Zone A - Dairy & Beverages • ID: STR-8821

PLANOGRAM: PL-2024-Q1

COMPLIANCE SCORE 92% TOTAL SKU 145 ISSUES 3

Rack 04-B Visualization

Audit Summary

- Shelf Share 45.2%
- Facing Target 24 / 28
- Competitor Space 12.5%

Alerts:

- Out of Stock (OOS): Shelf 1, Pos 4: Premium Milk II is empty.
- Wrong Placement: Shelf 2, Pos 3: Found Competitor Brand.
- Low Stock Alert: Shelf 3, Pos 4: Premium Milk II is low.

Actions:

- Scan Shelf
- Submit Audit

Target & Incentive Automate commission calculations based on real-time sales. Salesmen can see their potential bonus growing daily, motivating them to push harder without supervision.

Rayterton Apps Rayterton Sales Force Automation

User: rayterton_ops Logout

Sales Incentive

October 2023

Dashboard

Achievements

Payouts

Leaderboard

TOTAL EARNINGS (YTD) **Rp 145.2M** +12% vs Last Year

PROJECTED OCT **Rp 12.8M** Based on 85% Target

PENDING PAYOUT **Rp 4.5M** Release: 31 Oct 2023

Commission Trend

Target Goal

Recent Commissions

DATE	REFERENCE	DESCRIPTION	AMOUNT	STATUS
Oct 24	INV-2310-001	Sales Comm - Toko Maju	Rp 250.000	Calculated
Oct 24	INV-2310-005	Sales Comm - Berkah Mart	Rp 450.000	Calculated
Oct 23	INC-2310-BON	Bonus Quarter Q3	Rp 1.500.000	Pending

Rayterton Apps Rayterton Sales Force Automation

User: rayterton_ops Logout

Sales Incentive

October 2023

Dashboard

Achievements

Issues (1)

TOTAL EARNINGS (YTD)
Rp 145.2M
+12%

SALES ACHIEVEMENT
42.5%
Severe Underperformance

PENDING PAYOUT
Rp 0
Threshold not met

Region Jawa Barat
May Jun Jul Aug Sep Oct
CRITICAL: Drop -85% in 6 Months

Target Gap
No Bonus
You are Rp 150M away from Tier 1 incentive.

Recent Activity

DATE	DESCRIPTION	AMOUNT	STATUS
Oct 24	Sales Comm - Toko Maju	Rp 250.000	Calculated
Oct 24	Penalty: Target Missed	- Rp 500.000	Deducted

Rayterton Apps Rayterton Sales Force Automation

User: rayterton_ops Logout

Comm. Simulator

History Save Simulation

Input Parameters

TOTAL SALES ACHIEVEMENT
Rp 150.000.000

TARGET COMPLETION (%)
115%

PRODUCT MIX
Standard (selected), High Margin, Clearance

Estimated Payout
Tier 2 Active

Base Commission (2.5%)	Rp 3.750.000
Over-target Bonus	+ Rp 1.500.000
Product Mix Multiplier	x 1.0
Tax Deduction (5%)	- Rp 262.500
Net Take Home	Rp 4.987.500

Recent Calculations

DATE	SCENARIO NAME	SALES INPUT	EST. COMM	ACTION
Oct 26, 10:30	Q4 Optimistic	Rp 200.000.000	Rp 7.500.000	⋮
Oct 25, 14:15	Conservative Plan	Rp 120.000.000	Rp 3.000.000	⋮

Supervisor Mode Empower the leaders. Supervisors get a special mobile tool to perform spot-checks, audit visits, and approve special discounts on the fly directly from the field.

Field Coaching Form

The Field Coaching Form interface shows a 'Performance Level' summary with a large '82%' and 'Competent' status. It includes sections for 'Appearance & Discipline' and 'Selling Skills', each with a 5-point rating scale. A 'Coach Feedback' section contains notes and an 'Action Plan / Next Steps' section.

Approval Center

The Approval Center shows a list of pending approvals. One item is highlighted: 'RETURN ORDER 10:45 AM Toko Maju Jaya - Bad Stock Return' by Salesman Andi Pratama. Other items include 'DISCOUNT REQ 09:30 AM Special Disc 5% - Supermarket Berkah' and 'LEAVE REQ Yesterday Annual Leave (2 Days)'.

Return Order Request

A detailed view of a 'Return Order Request' for item 'Premium Arabica 250g' with a total value of 'Rp 1.718.000'. The request is for an 'Expired Product (BS)' on '26 Oct, 2023'. The status is 'Waiting Approval'.

Performance Review

The Performance Review section includes 'Appearance & Discipline' and 'Selling Skills' evaluations with 5-point scales. It also features a 'Supervisor Findings' section with a note: 'Salesman tidak memakai seragam lengkap. Pengetahuan produk sangat minim, tidak bisa menjawab pertanyaan pemilik toko tentang promo. Datang terlambat 30 menit.'

Critical Actions

A red 'CRITICAL' box contains 'Management Actions' with buttons for 'Schedule Coaching' and 'Issue Warning Letter (SPI)'. Below it is an 'Employee Info' section for Salesman Andi Pratama, showing details like ID, join date, and previous score.

Reporting & Analytics We provide deep pivot reports, trend analysis, and heatmaps. Know exactly which SKU is dying and which territory is booming.

Rayterton Apps Rayterton Sales Force Automation User: rayterton_ops Logout

Sales Intelligence

National Region • Live Data

TOTAL REVENUE (YTD) **Rp 48.250.000.000** +24.8%

EFFECTIVE CALL **24,500** -1.2%

ACTIVE OUTLETS **12,840** +5.4%

Top Performers

01 Andi Pratama Area: Jakarta Selatan **Rp 8.540M** 119%

02 Budi Santoso Area: Jakarta Barat **Rp 7.200M** 102%

Category Performance

CATEGORY	SOLD VOLUME	REVENUE	GROWTH	CONTRIBUTION
Beverages	1.2M Ctn	Rp 24.500M	+12%	<div style="width: 12%;"></div>
Snacks	850K Ctn	Rp 15.200M	+5.4%	<div style="width: 5.4%;"></div>
Dairy	320K Ctn	Rp 8.550M	-2.1%	<div style="width: -2.1%;"></div>

Search SKU...

Rayterton Apps Rayterton Sales Force Automation User: rayterton_ops Logout

Sales Intelligence

Market Performance • Correction Detected

Q4 REVENUE TRAJECTORY **Rp 12.850.000.000** -15.4% (MoM)

EFFECTIVE CALL **22,105** -4.2%

ACTIVE OUTLETS **12,840** +0.8%

Regional Performance

01 Andi Pratama Area: Jakarta Selatan **Rp 4.2M** 109%

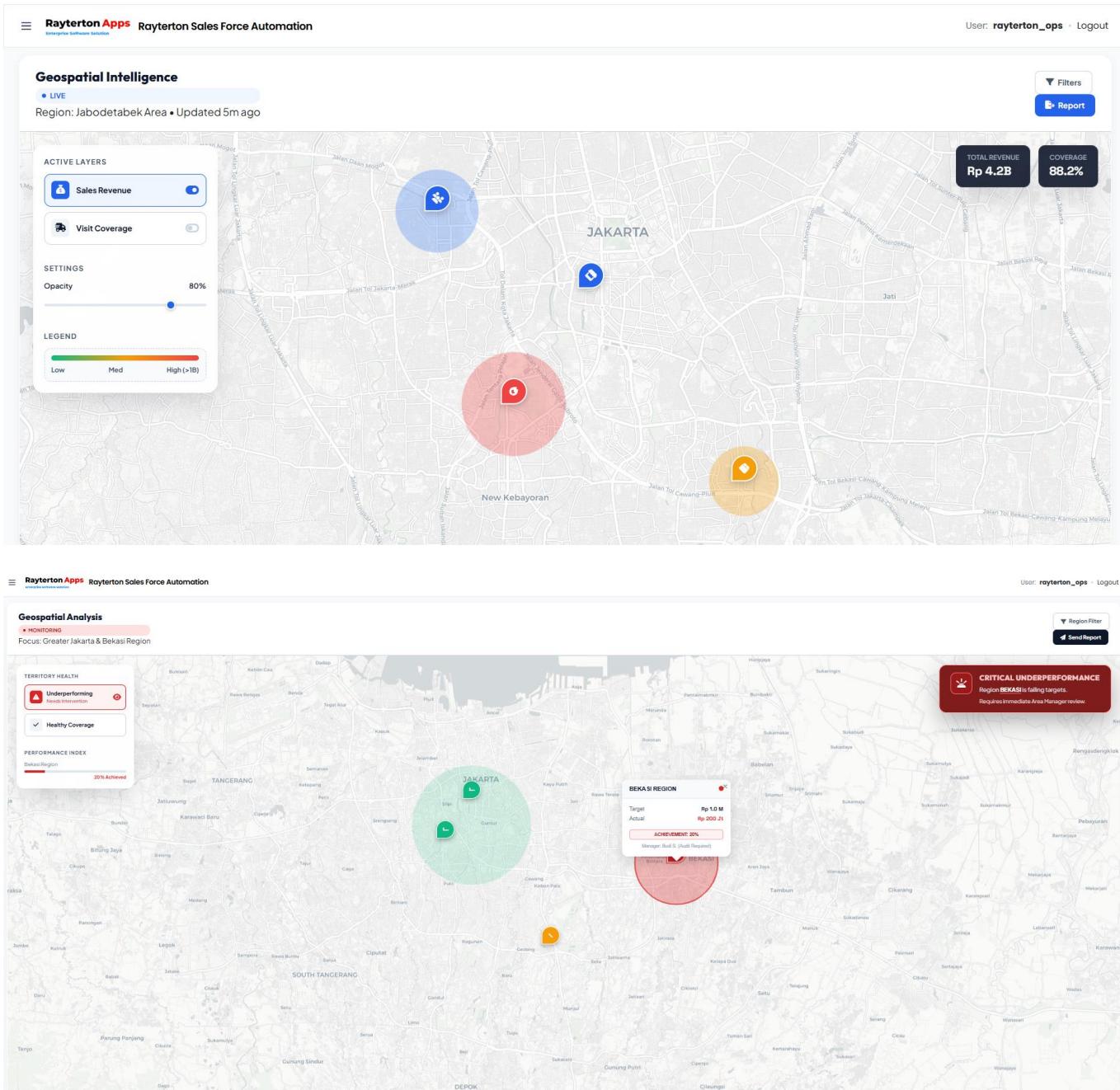
02 Budi Santoso Area: Jakarta Barat **Rp 3.1M** 89%

03 Citra Lestari Area: Tangerang **Rp 2.8M** 79%

Category Decline Analysis

CATEGORY	SOLD VOLUME	REVENUE	MOM GROWTH	TARGET GAP
Beverages	420K Ctn	Rp 6.500M	-12.5%	<div style="width: -12.5%;"></div>
Snacks	210K Ctn	Rp 4.200M	+2.1%	<div style="width: 2.1%;"></div>
Dairy	85K Ctn	Rp 1.550M	-22.1%	<div style="width: -22.1%;"></div>

Search SKU...



Notification & Tasks Head Office can blast urgent messages or assign specific tasks (e.g., "Check expiry dates") to all salesmen instantly.

The screenshot shows the Rayterton Sales Force Automation dashboard. At the top, there's a header with the Rayterton Apps logo, the product name, and user information (User: rayterton_ops, Logout). Below the header, the main content area is divided into several sections:

- Notification Command:** Displays a search bar for campaigns and a list of notifications. One notification is for a "Year-End Mega Sale" (Active, 10:30 AM) and another for "Server Maintenance" (Edited 1h ago).
- Campaign Intelligence:** Shows key metrics: 12,450 messages sent, 88.2% open rate, and 45.5% conversion. It also displays campaign details for "Year-End Mega Sale" (Campaign Name, Target Audience: All Salesman (Java), Delivery Channel: Push + In-App Msg, Scheduled At: 26 Oct 2023, 10:30 WIB). A bar chart shows engagement timeline (Last 24 Hours).
- Device Preview:** A large image of a smartphone displaying two notifications from the SFA app: "Year-End Mega Sale" and "Data Synced".

The screenshot shows the Rayterton Sales Force Automation Task Command dashboard. At the top, there's a header with the Rayterton Apps logo, the product name, and user information (User: rayterton_ops, Logout). Below the header, the main content area is divided into several sections:

- Task Command:** A header stating "Team Productivity & Workload Management".
- Smart Views:** A section showing "All Projects" (24), "My Sprint" (8), and "High Priority" (5).
- Teams:** A section showing "Sales Alpha" and "Merchandisers".
- WEEKLY COMPLETION:** 75% +12%.
- PENDING REVIEW:** 12 Tasks.
- TEAM LOAD:** Optimized.
- To Do:** A list with "Visit Key Account: Grand Toserba" (Urgent, Sales, Due Today).
- In Progress:** A list with "POSM Installation: Blok M" (Merch, Due Today).
- Review:** A list with "Expense Reimbursement" (Approval, Due Today).
- Training:** A list with "Product Knowledge Module" (E-learning session for new SKUs).

Integration & API Integrate the system with your other existing surrounding applications as needed. Sync customer data, product catalog, transaction, sales, to/from SFA.

Principal Portal Win your Principal's trust. Give suppliers a dedicated login to see *their* specific product performance. Transparency builds trust and secures better support/margins.

Rayterton Apps Rayterton Sales Force Automation

User: rayterton_ops · Logout

National View
Strategic Command Center • Rayterton Enterprise

NATIONAL REVENUE **Rp 48.25 T** ▲ +12.4% YoY

TOTAL TRANSACTION **2.4 M** ▲ +5.1% MoM

ACTIVE OUTLETS **85,240** Coverage: 92%

TOP REGIONS

- 1 DKI Jakarta Java Region Rp 12.5T
- 2 West Java Java Region Rp 8.2T
- 3 East Java Java Region Rp 7.8T
- 4 North Sumatra Sumatra Rp 5.1T
- 5 South Sulawesi Sulawesi Rp 4.2T

CATEGORY SHARE

- Beverages 45%
- Snacks 30%
- Dairy 25%

Rayterton Apps Rayterton Sales Force Automation

User: rayterton_ops · Logout

Principal Stock WII-JKT-01 + Inventory Management

JAVA DENSITY **High**

FIELD **1,2**

SEARCH SKU or Brand...

PRINCIPALS

- All Principals 1240
- Indofood 450
- Mayora 320
- Unilever 210

STATUS

- Low Stock 12

TOTAL INVENTORY VALUE **Rp 12.5 M** ▲ +2.4% vs Last Month

STOCK TURNOVER (DOI) **14 Days** Healthy Level

SERVICE LEVEL **98.2%** Target: 98%

Warehouse Status

- 75% OCCUPANCY RATE
- INBOUND +450
- OUTBOUND -820

Inventory List

SKU	Product	Category	Stock Status	Value	Count
BV-0012	Kopi Susu Gula Aren 250ml (Carton)	FAST MOVING	Available	Rp 125.000	850 Ctn
SN-8821	Potato Chips Original 60g (Carton)	SLOW MOVING	Overstock	Rp 98.000	2,300 Ctn
CK-1029	Choco Sandwich Biscuit (Pack)	PROMO	Critical	Rp 45.000	45 Ctn

Incoming Shipments

- PO-2023-098 Indofood +1,200 Ctn ETA: 14:00 Today
- PO-2023-102 Mayora +850 Ctn Tomorrow

Distributor Portal If you have sub-distributors, give them this tool to manage their operations while you keep visibility over the total volume.

Ready to Lead the Market?

Don't just react to the market, be proactive and shape it. Empower your leadership with data that matters. Connect your Principals, your Team, and your Strategy in one single source of truth. Build your Command Center with the Enterprise Intelligence Suite.

Contact Us :



+62 812 9615 0369

marketing@rayterton.com

About Rayterton

Established in 2003, Rayterton delivers comprehensive Best Fit Software Solutions, server and hardware products, and technology services to a wide range of industries and organizations. Our core expertise lies in Business Process Improvement (BPI), IT Infrastructure, and IT Management.

At Rayterton, we are committed to empowering our clients by enhancing their business operations through our ready to use software products, tailored IT and management consulting solutions. We combine innovation, experience, and client collaboration to ensure long-term success and digital transformation.

Our Competitive Strengths

100% Risk Free

Best fit to client requirements

Easy to customize

Software ownership

No Change Request (CR) fees during maintenance

For more information, visit rayterton.com