

# 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.

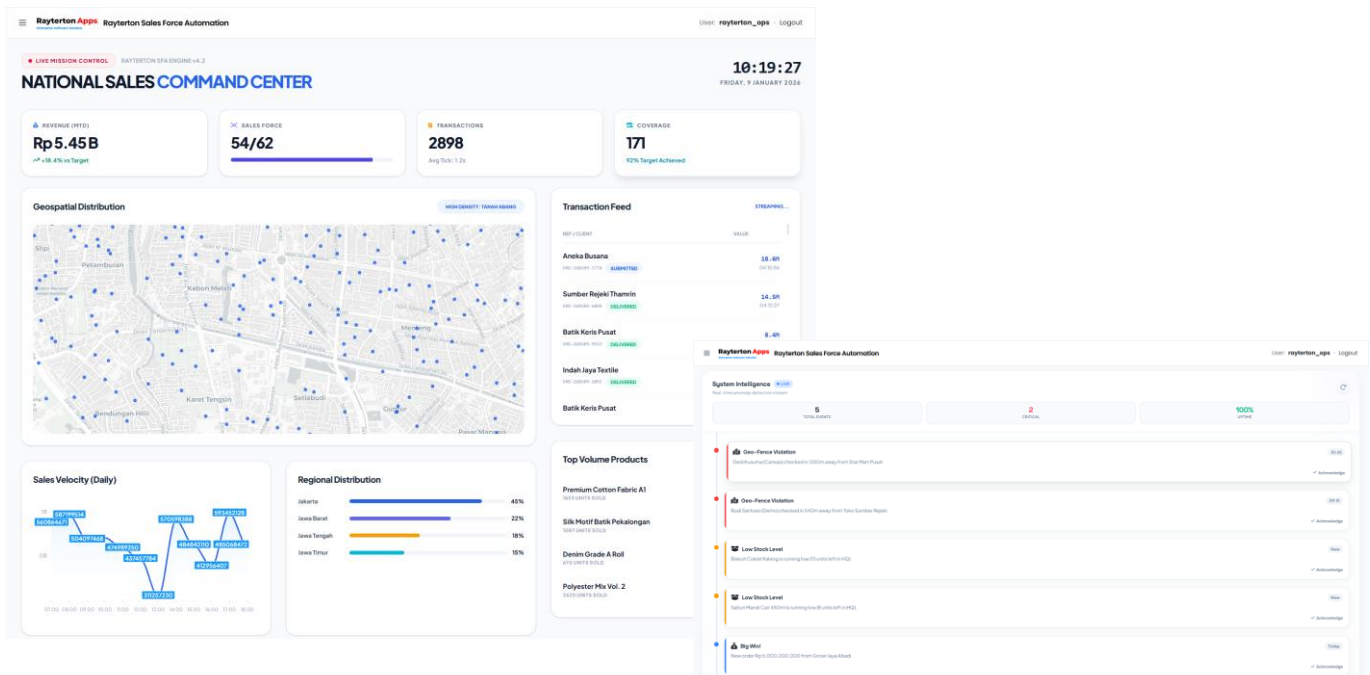
The Foundation of Sales Operations.

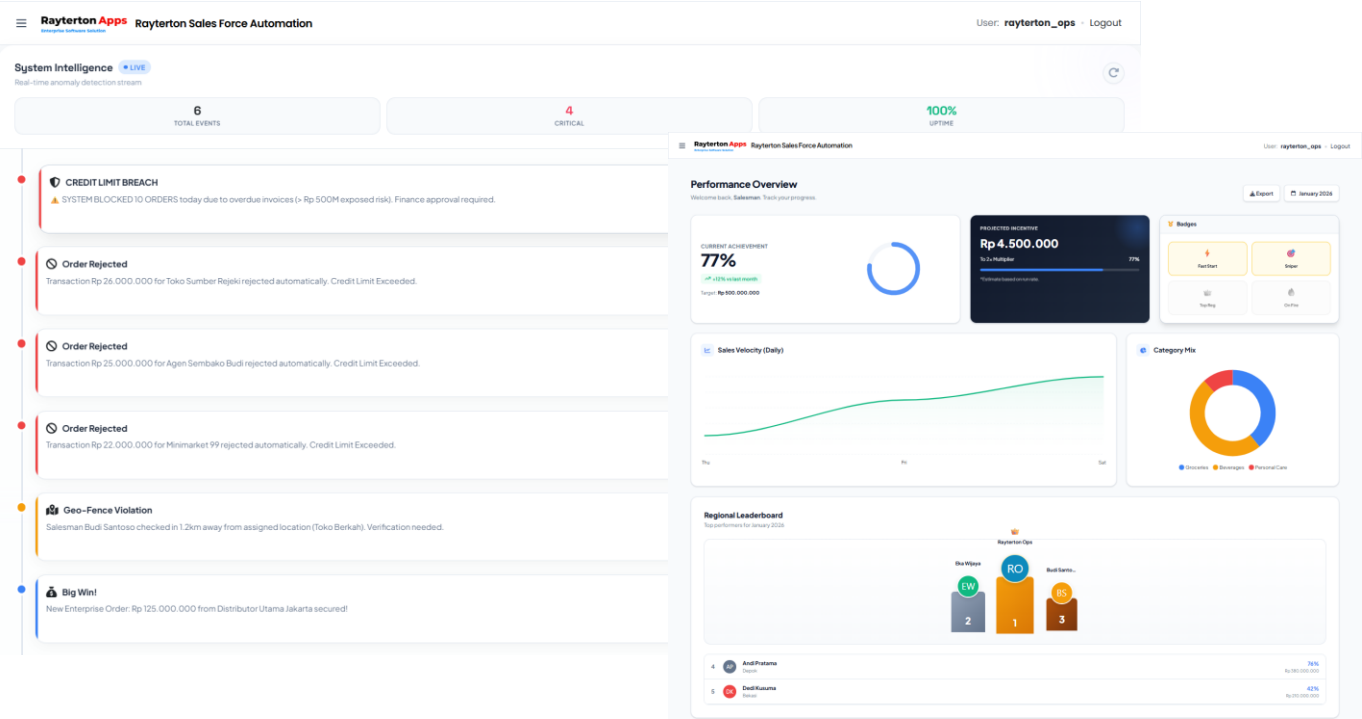
## Digitize Your Frontline Operations

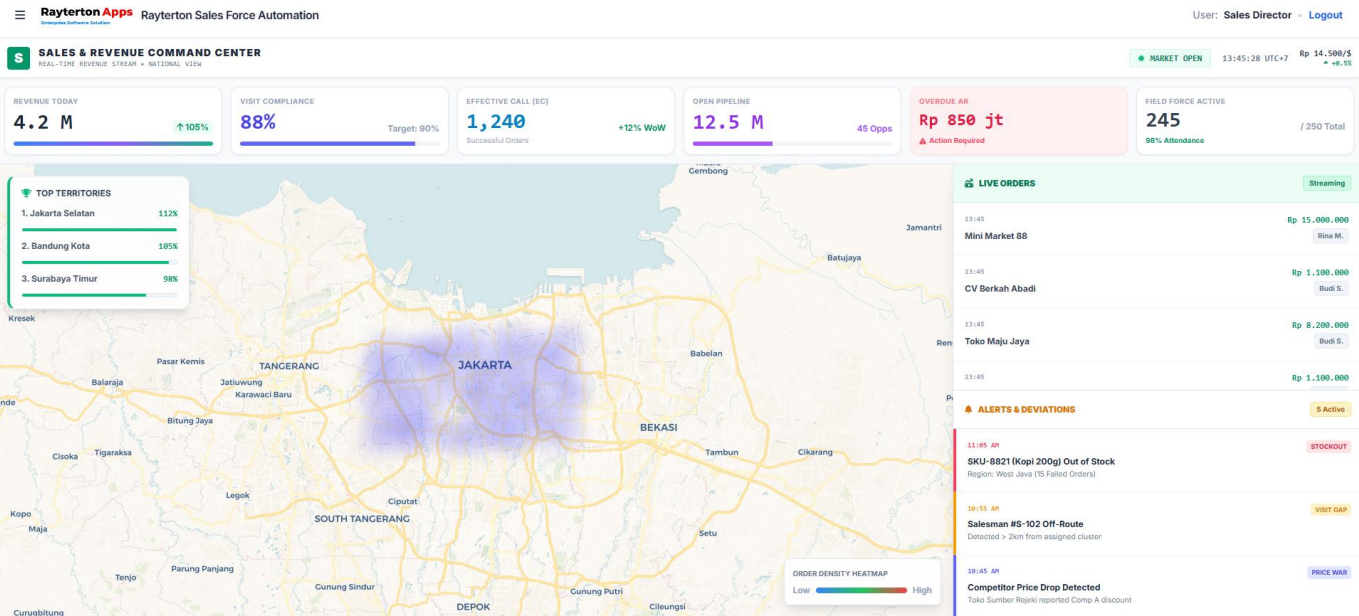
This is the foundation. Before you can optimize, you must digitize. This suite removes paper and WhatsApp from the equation, giving you a clean, real-time view of your market coverage. It focuses on the 8 Essential Modules for daily execution.

## Module Breakdown: The Essentials

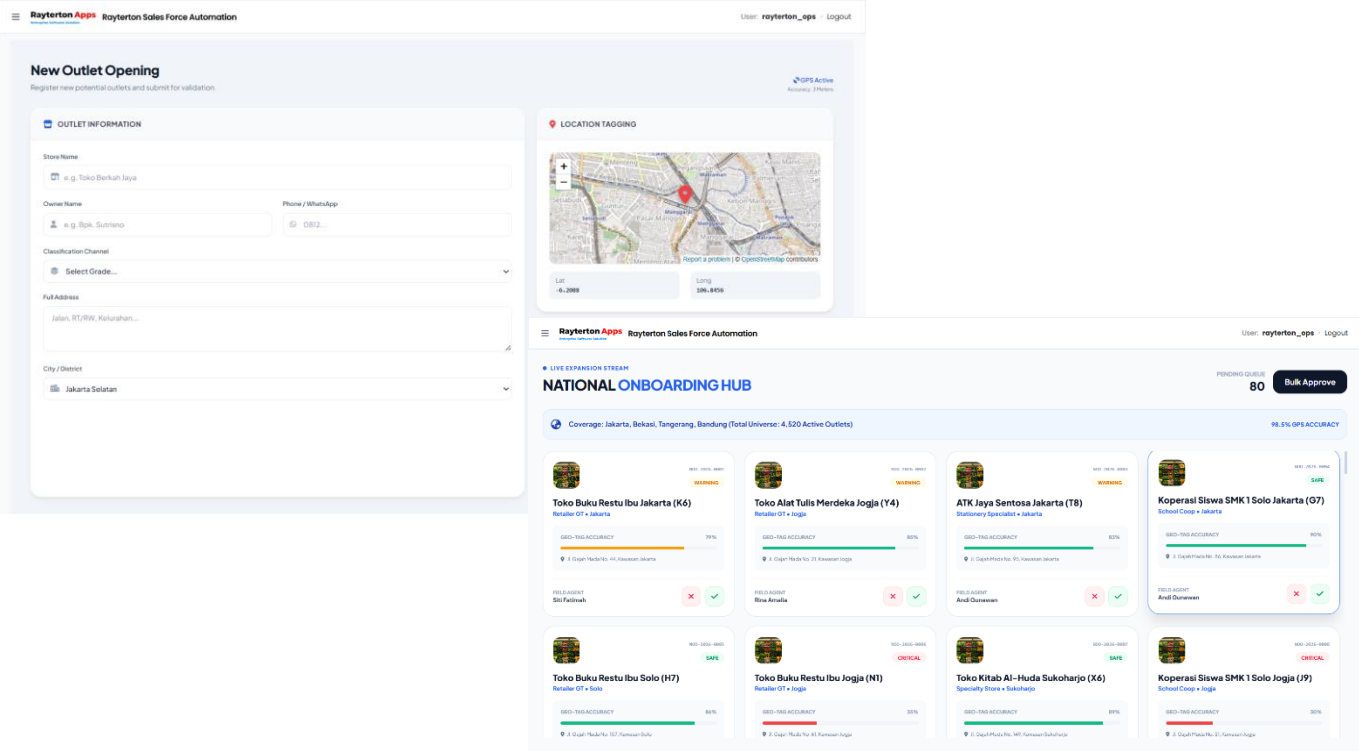
**Sales Command Center** The "War Room" for your Sales Manager. Monitor live visits, active salesmen, and real-time revenue ticking in like a stock market board. Stop waiting for end-of-day reports.



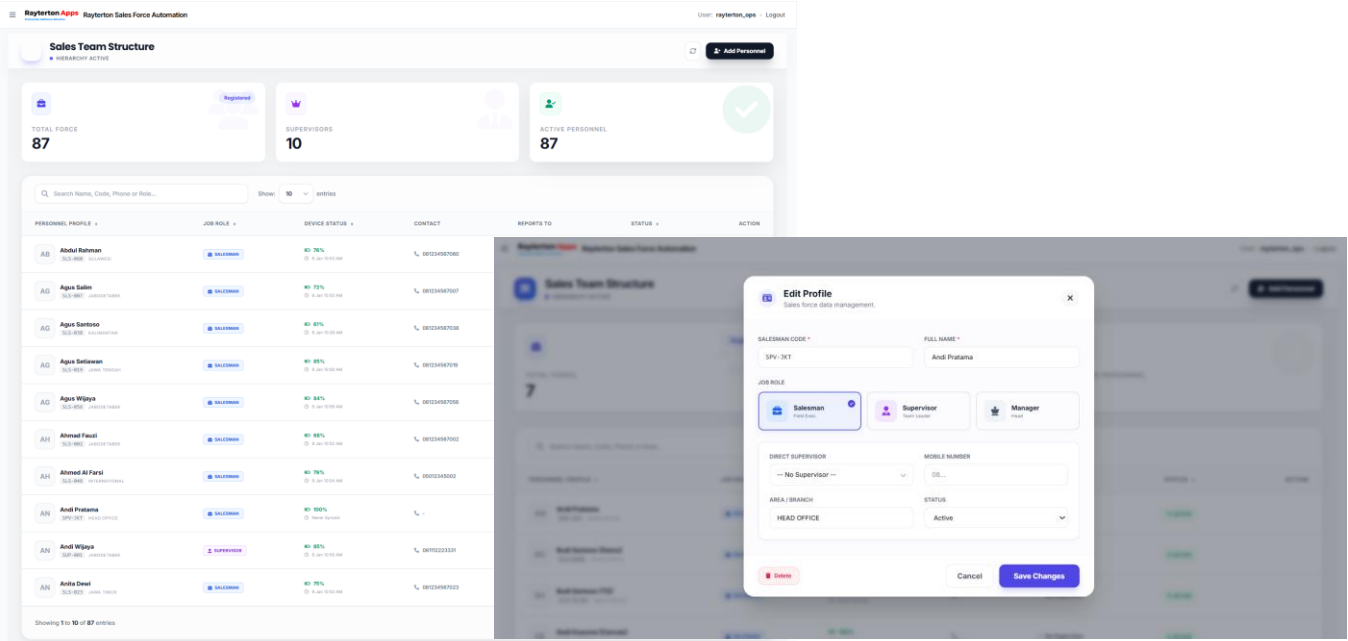




**Customer / Outlet Onboarding** Expand your territory aggressively. Salesmen register new shops (NOO) directly in the field. Mandatory geotagging and shop photos ensure your database is clean from day one.



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



**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.

Rayterton Apps Rayterton Sales Force Automation

User: rayterton\_ops - Logout

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 Route Palembang Kota	MON W1	18 Visited 4 Missed	92% 22 STOPS	
Andi Wijaya Route Jakarta Pusat - Serin	MON W1	22 Visited 2 Missed	91% 24 STOPS	
Budi Santoso (TO) General Route	MON W1	16 Visited 4 Missed	84% 20 STOPS	
Dedi Kurniawan Route Bat Cempuran	MON W1	17 Visited 3 Missed		
Kadek Surya General Route	MON W1	19 Visited 4 Missed		
Lina Mariani Route Bekasi Barat	MON W1	21 Visited 4 Missed		
Lina Permata General Route	MON W1	18 Visited 3 Missed		
Mei Lin Tan Route Yogyakarta Kota	MON W1	21 Visited 4 Missed		
Nurul Huda Route Makassar Pusat	MON W1	20 Visited 3 Missed		
Paulus Wende Route Semarang Pusat	MON W1	20 Visited 3 Missed		

Showing 1 to 10 of 56

Route Execution Detail

Live Tracking • Time Analysis (08:10 - 17:45)

PLAN CONFIG

SALESMAN Ahmad Fauzi

DAY Monday

CYCLE Week 1

22 TOTAL STOPS

JOURNEY TIMELINE

PERINGIN 08:17-08:17  
Abadi Book Store  
Jl. Jend. Sudirman No. 85, Jakarta Pusat

PERINGIN 08:27-08:27  
Agen Maju Rejeki  
Jl. Raya Pahlawan No. 27, Bekasi

PERINGIN 08:37-08:37  
Citra Fotocopy  
Jl. Merdeka III No. 36, Jakarta Barat

PERINGIN 08:47-08:47  
Bintang Utama Baru

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Daily Visit Plan

Route #2024-001 • Salesman: Andi Pratama

Active Route

COMPLETION 15%

VISITED / TOTAL 6 / 40

PENDING 34

TOTAL SALES Rp 16.588.961

Journey Timeline (40 Stores)

Filter: All

1 Depot Air Minum 27  
Jl. Pahlawan No. 31  
Scheduled

2 Minimarket Keluarga 16  
Jl. Raden Darmas No. 34  
Last: 2 weeks ago

3 Warung Pojok 96  
Jl. Raden Darmas No. 32  
08:00 - 08:30

4 Toko Roti Enak 46  
Jl. Arjuna No. 2  
09:00 - 09:30

5 Toko Roti Enak 13  
Jl. Arjuna No. 1  
09:00 - 09:30

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Ad-hoc Visit Manager

Find nearby opportunities and register unplanned visits.

Search store...

all nearby High-Potential

Warung Pojok Bu Ani  
Jl. Radio Dalam Raya No. 12  
GT Last: 2 weeks ago

Depot Air Minum Segar  
Jl. Kramat Pela No. 5  
GT Last: 1 month ago

Star Mart Express  
Jl. Oandaria Tengah II  
MT Last: 3 days ago

Restoran Padang Sederhana  
Jl. Ahmad Dahlan No. 25  
HOTCA Last: Never

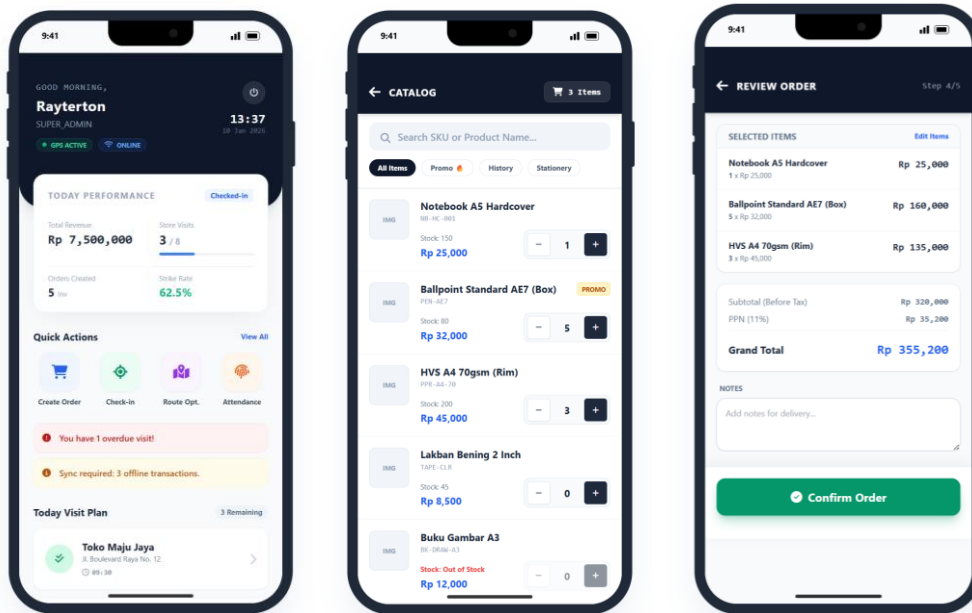
Map

Toko Kelontong Madju  
10.45 • 10 minutes to get

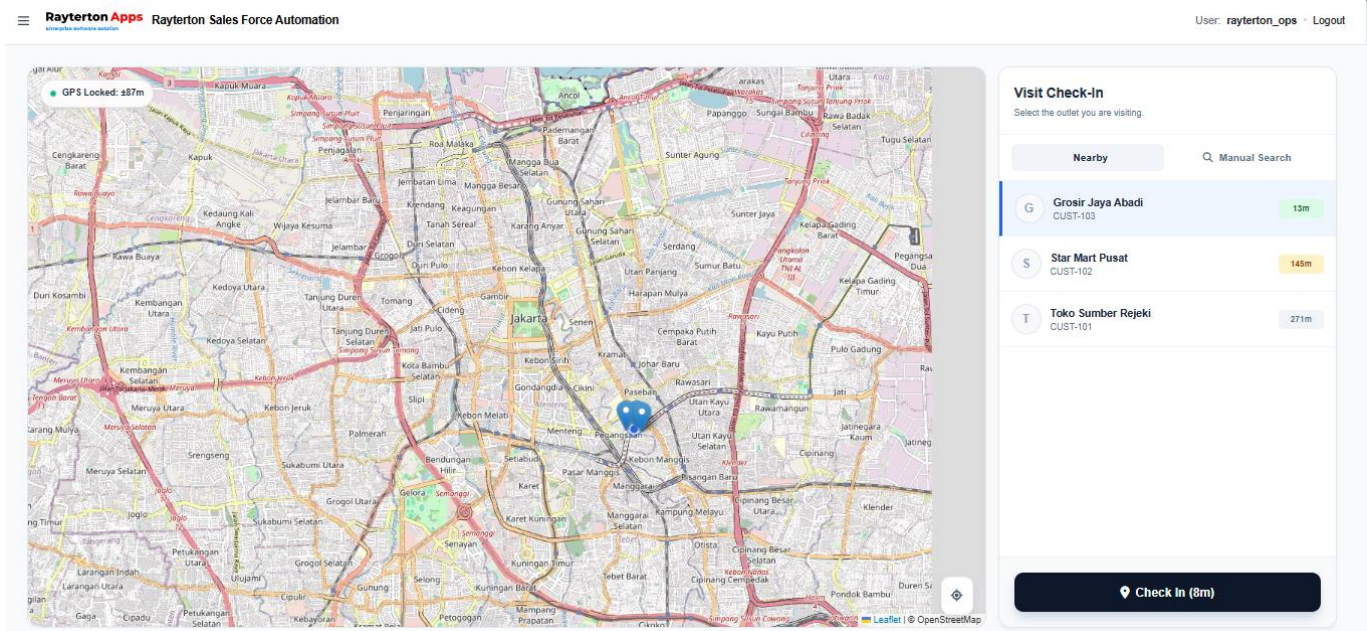
GPS Accuracy: High



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.



Rayterton Apps

Rayterton Sales Force Automation

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Team Presence

Real-time attendance & geo-location tracking.

15  
TOTAL TEAM

12  
PRESENT

2  
LATE IN

1  
ABSENT

Employee Log

AM

Active

Late

RO

Rayterton Ops

Sales Motors

07:45 AM

ON TIME

BS

Budi Santoso

Sales Carwas

08:15 AM

LATE

AP

Andi Pratama

Team Leader

07:30 AM

COMPLETED

DK

Dedi Kusuma

Sales Motors

08:45 AM

LATE

SA

Siti Aminah

Sales Admin

07:55 AM

ON TIME

Rayterton Ops

Sales Motors

CHECK IN

07:45 AM

LOCATION

Kantor Pusat - Te...

Valid Location

Rayterton Apps

Rayterton Sales Force Automation

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Geo-Fencing Analysis

Verifikasi validitas kunjungan via OpenStreetMap.

COMPLIANCE

88.5%

Valid Visits

AVG. DISTANCE

24m

Tolerance: <50m

FRAUD

5

Fake GPS / Far Check-in

VISITS TODAY

142

Records Found

BS

Budi Santoso

08:15 AM

✓ 12m

Toko Maju Jaya (Pasar Minggu)

Samsung A54 (Android 13)

AP

Andi Pratama

09:30 AM

✗ 45m

Warung Bu Siti

Oppo Reno 8

DK

Dedi Kusuma

10:45 AM

✗ 450m

Minimarket Berkah

Xiaomi Redmi Note 18

RA

Rina Amalia

11:10 AM

✓ 5m

Toko Sumber Rejeki

iPhone 13

BS

Budi Santoso

11:45 AM

✓ 22m

STORE LOCATION

Toko Maju Jaya (Pasar Minggu)

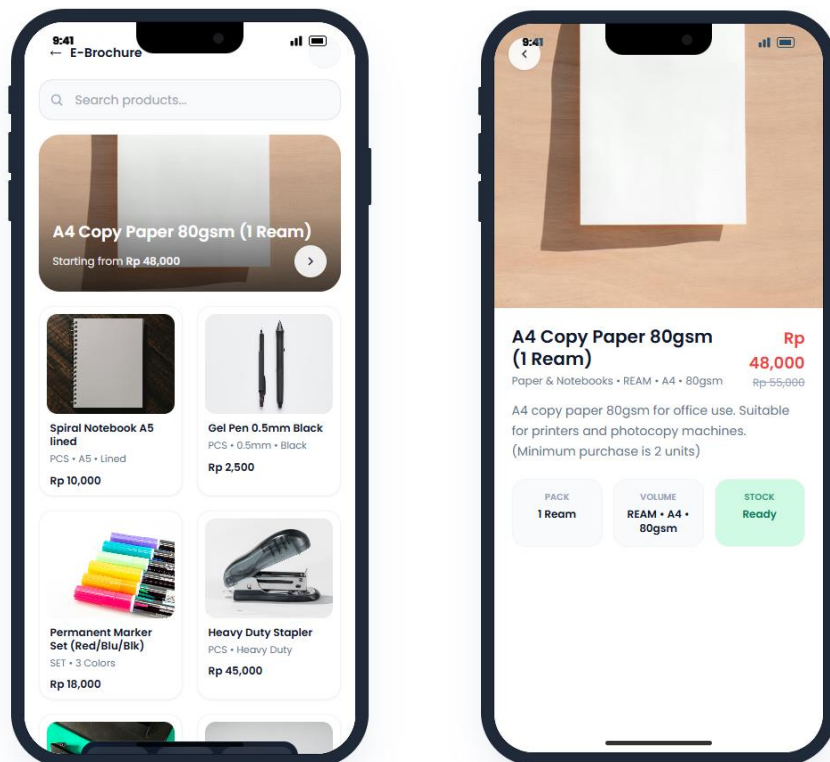
CHECK-IN DISTANCE

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 :



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## 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.

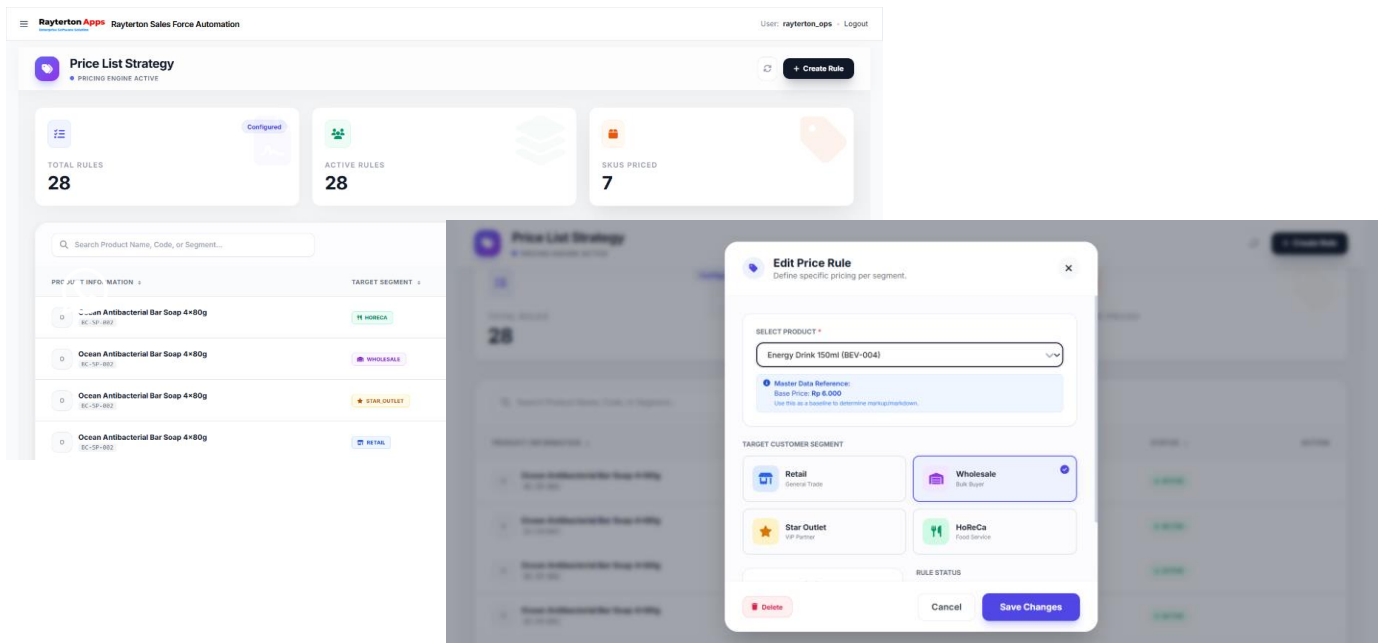
Total Commercial Control.

### 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.



Product Master

> Inventory Management

Inventory Item

507

Edit Product

Manage catalog information.

X

General Info

Pricing & Financials

Logistics

Selling Price

BASE PRICE (BPS)

65000.00

Costing

COST PRICE / WHP (BPS)

0.00

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.

Rayterton Apps Rayterton Sales Force Automation

User: rayterton\_ops Logout

Real-time Inventory

LIVE STOCK CHECK

Distribution Center Jakarta

STOCK VALUATION

Rp 7.071.150.000

AVAILABLE ITEMS

22 SKUs

OUT OF STOCK

0

Search Product Name, SKU, Brand...

PRODUCT DETAILS

BRAND

Instant Noodle Fried  
FDD-BB1 PAK

OWN BRAND

Pine Guard Floor Cleaner 5L Lierrycan  
HFC-FC-BB2 JBC

PINE GUARD

Velvet Smooth Shampoo 340ml  
HFC-BB3 BTL

OWN BRAND

Potato Chips BBQ 60g  
JBC-BB4 PAK

OWN BRAND

Ocean Antibacterial Bar Soap 4x80g  
AC-CP-BB5 PAK

OCEAN

Velvet Repair Conditioner 170ml  
HFC-BB2 BTL

OWN BRAND

Premium Arabica Coffee 250ml  
BV-CF-BB2 KAL

BREWMASTER

Stock Opname

5 Pending (5)

2 Matched (2)

2 Lost

Premium Arabica Coffee Bean  
BV-CF-BB2  
Rp 10.000  
50

Out Milk Barista Edition  
BV-CF-BB2  
Rp 2.000  
13

Fresh Green Tea 500ml  
BV-CF-BB2  
Rp 10.000  
100

Lemon Energy Drink  
BV-CF-BB2  
Rp 10.000  
14

Mineral Water 600ml

Complete Audit ( 4 / 5 )

Rayterton Apps Rayterton Sales Force Automation

User: rayterton\_ops Logout

Real-time Inventory

LIVE STOCK CHECK

Distribution Center Jakarta

STOCK VALUATION

Rp 5.439.000.000

AVAILABLE ITEMS

233 SKUs

OUT OF STOCK

503

Search Product Name, SKU, Brand...

PRODUCT DETAILS

BRAND

A4 Paper 70gsm (Ream)  
S40-S42 PCS

INDOFOOD

Correction Tape 5mm x 10m  
S40-S44 PCS

MAYORA

Product Sample Item - 1  
S40-AUTO-BB01 PCS

Product Sample Item - 10  
S40-AUTO-BB10 KBT

Stock Opname Audit

Premium Coffee 1kg  
BV-CF-BB2  
System: 50 Physical: 50

Kiky Notebook Hardcover (Theft Case)  
ATK-BB-HCS  
System: 500 Physical: 450  
VARIANCE: -50 (LOSS)

Mineral Water 600ml  
BV-WTR-110  
System: 200 Physical: 205  
SURPLUS: +5

SUBMIT WITH VARIANCE (FLAGGED)

**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.

The image displays two screenshots of the Rayterton Sales Force Automation interface. The top screenshot shows the 'Promo Mechanics' section with a grid of active promotions. The bottom screenshot shows the 'Promotion Engine' section, which includes an 'Order Simulator' and a 'Calculation Result' panel.

**Promo Mechanics**

- Buy 12 Shampoo Get 1 Conditioner (Bundling)**: Running. Buy 12 Velvet Smooth Shampoo 340ml, Get 1 Velvet Repair Conditioner 170ml.
- Mineral Water Bulk Promo**: Running. Buy 48 Mineral Water 600ml, Get 1 Mineral Water 600ml.
- Paket Warung Kopi (Beli 24 Kopi Gratis 2 G...)**: Running.
- End of Year Clearance**: Upcoming. Buy 6 Antibacterial Body Wash 450ml, Get 1 Antibacterial Body Wash 450ml.
- Sambal Pedas Nampoi (Beli 1 Lusin G...)**: Running. Buy 12 Sambal Chili Sauce 135ml, Get 1 Sambal Chili Sauce 135ml.

**Edit Promotion**

PROMO NAME: Buy 12 Shampoo Get 1 Conditioner (Bundling)

START DATE: 12/9/2025, END DATE: 12/9/2026

LOGIC CONFIGURATION

9 CUSTOMER BUY: 12 Qty, Velvet Smooth Shampoo 340ml

1 GET REWARD: 1 Qty, Velvet Repair Conditioner 170ml

**Promotion Engine**

Real-time Discount & Scheme Simulator ENGINE V2.4 ACTIVE

**Order Simulator**

CUSTOMER SEGMENT: Retail Store (General)

ADD PRODUCTS

- Premium Arabica Coffee @ Rp 85.000 (Qty: 16)
- Oat Milk Barista @ Rp 45.000 (Qty: 20)

**Run Simulation**

**Calculation Result** ID: SDH-3873

Gross Total: Rp 2.260.000

Total Discount: - Rp 113.000

**Net Payable** Rp 2.147.000

**APPLIED RULES**

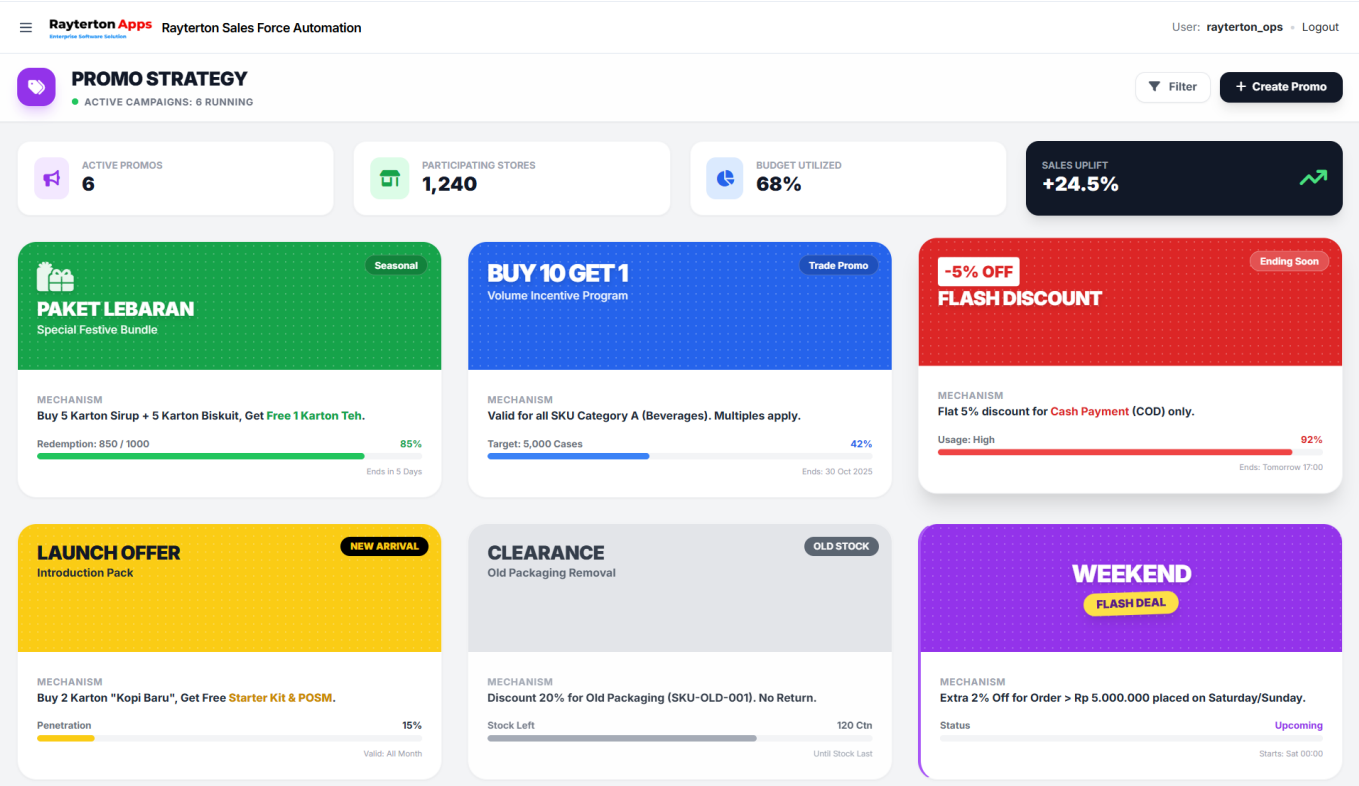
- PROMO KOPI QUANTITY** BONUS: Free 1Pcs Coffee, Buy 10 Get 1 Free (Qty: 16)
- TIER DISCOUNT** Potongan Harga 5%, Total Order > 1Juta: - Rp 113.000

**ENGINE LOGIC TRACE**

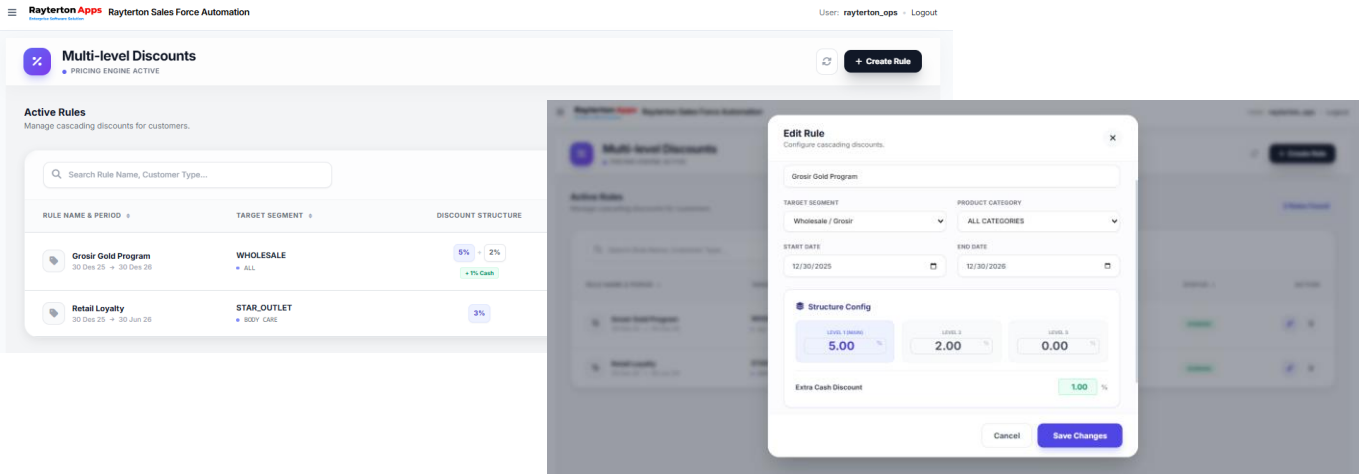
```

> 1. Initializing Calc Engine v2.4...
> 2. Validating Customer Type: RETAIL
> 3. Checking Product Rules...
> → SKU PRO-001 Qty Check... Match Rule #1
> 4. Checking Basket Rules...
> → Gross Total > 1M... Match Rule #2
> 5. Finalizing Output.
  
```





**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.



Rayterton AppsRayterton Sales Force Automation

User: rayterton\_opsLogout

Pricing Strategy & Enforcement

Active Ruleset: Q1-2026-STRICT

Audit Logs

Modern Trade Contract

RL-009

Trigger: Chan = MT\_KEY\_ACC

Output: FIXED CONTRACT PRICE

NO OVERRIDE ALLOWED

General Trade Standard

RL-001

Trigger: Type = RETAIL

Output: HET (BASE + 25%)

Max Disc 25%

Credit Risk Protection

RL-999

Trigger: Risk > 80%

Output: 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 Budi Santoso Toko Maju Jaya (MT)	Oat Milk Barista Qty: 50 Ctn	<div>× Rp40.000</div> <div>🛡️ Rp 45.000</div>	RL-009 Contract Deviation -11%	REJECTED
10:38:05	AS Andi Saputra Warung Berkah (GT)	Kopi Gula Aren Qty: 10 Box	<div>🔥 Rp120.000</div> <div>🛡️ Rp 125.000</div>	RL-001 HET Manual Edit Not Allowed	AUTO-RESET
10:15:22	DP Dedi Pratama Super Indo (KA)	Potato Chips 60g Qty: 200 Pcs	<div>🔥 Disc 50%</div> <div>🛡️ Disc 0%</div>	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.

Rayterton AppsRayterton Sales Force Automation

User: rayterton\_opsLogout

Payment Collection

FINANCE ACTIVE

+ New Payment

COLLECTED TODAY

Rp 412.408.700

TRANSACTION

2 Trx

Recent Collections

PAYMENT REF	CUSTOMER
PAY/2601/0001 2026-01-05	Toko Sumber Rejeki (Lancar)
PAY/2512/0001 2025-12-31	Star Mart Cilandak

New Payment Entry

Record collection from customer.

CUSTOMER SELECTION

Warung Bu Siska (Tetap 30) (CUST-B)

PAYMENT METHOD

CASHTRANSFERGIRO

TOTAL PAYMENT AMOUNT

Rp 25.000.000

Sum of allocated invoices below

REFERENCE NO. / NOTE

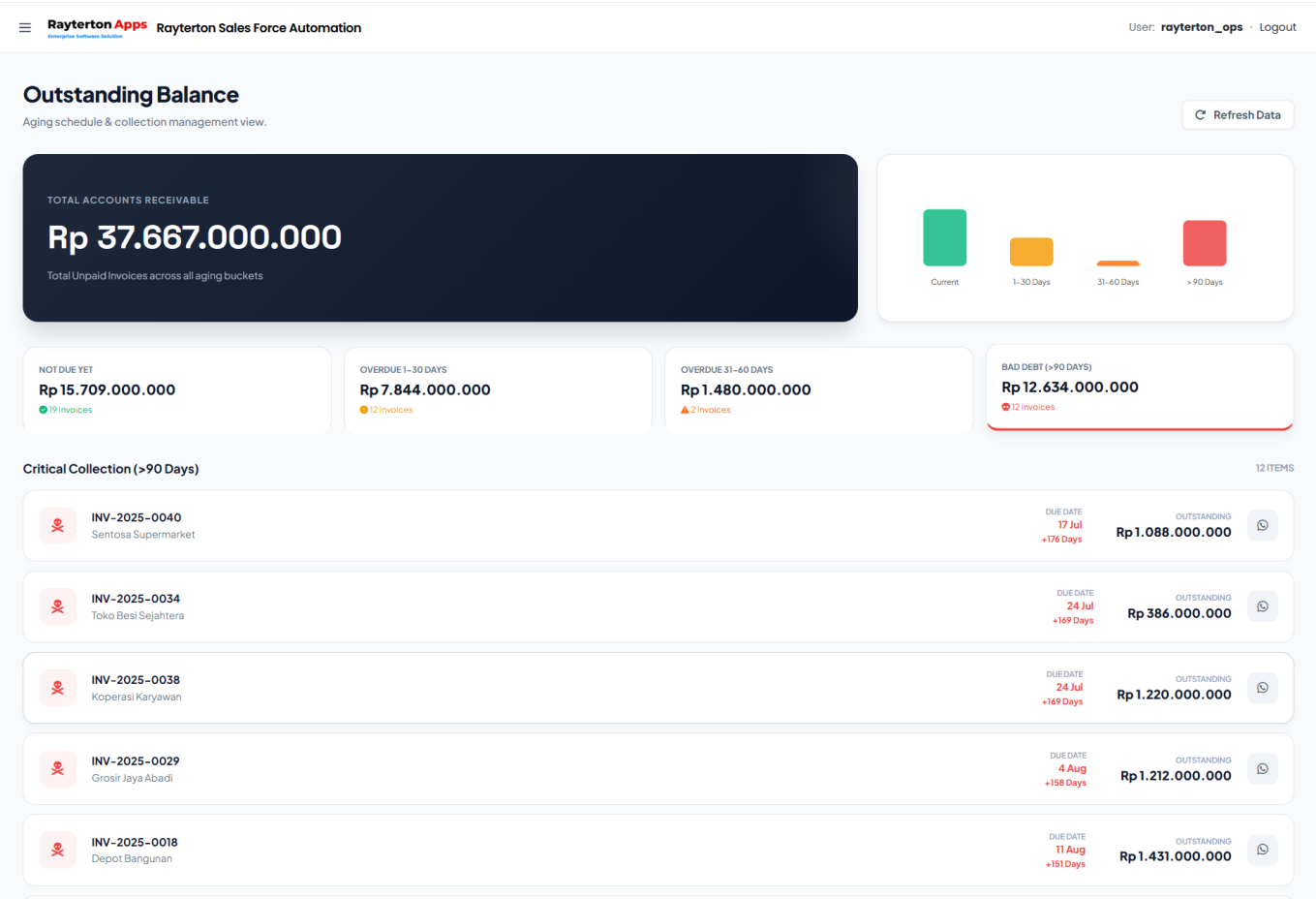
YES

Outstanding Invoices

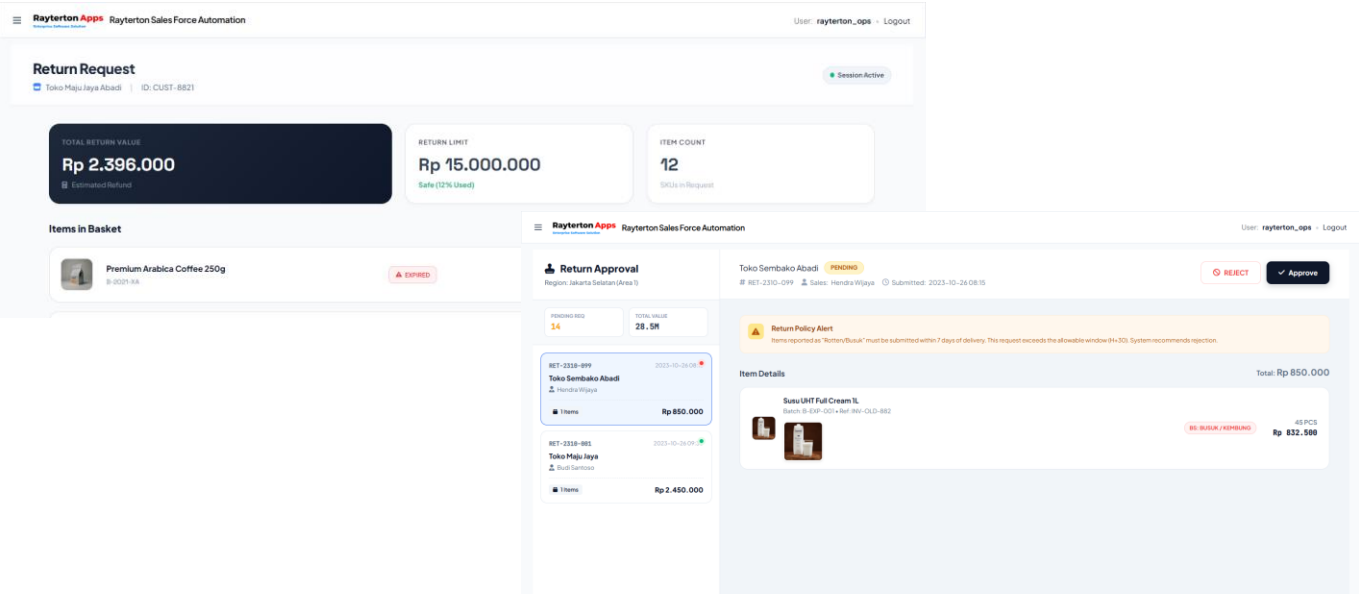
1 Unpaid Bills

INVOICE INFO	OUTSTANDING	PAYMENT
INV/2601/0003 Date: 2026-01-04	Rp 25.000.000	25000000

CancelConfirm Payment



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



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

Rayterton Apps Rayterton Sales Force Automation User: rayterton\_ops • Logout

### Logistics Command

B 9281 KTY Budi Santoso • LIVE

VEHICLE LOAD 694.3 / 2000 KG

WAREHOUSE INVENTORY

Search SKU name or code...

**BEVERAGES**  
Premium Arabica Coffee Bean  
Avail: 5000 0 +

**DAIRY**  
Oat Milk Barista Edition  
Avail: 240 +

**SNACKS**  
Spicy Potato Chips 100g  
Avail: 1200 +

**BEVERAGES**  
Green Tea 500ml  
Avail: 850 +

**PERSONAL CARE**  
Men Face Wash Charcoal  
Avail: 300 0 +

**BEVERAGES**  
Energy Drink Lemon  
Avail: 500 +

Current Manifest Logs & History 1

**Spicy Potato Chips 100g**  
2.5 KG/Unit • 142.5 KG Total  
- 57 +

**Green Tea 500ml**  
13.5 KG/Unit • 540.0 KG Total  
- 40 +

**Premium Arabica Coffee Bean**  
0.25 KG/Unit • 13.8 KG Total  
- 55 +

TOTAL LOADED **152 SKUs** TOTAL WEIGHT **696.3 KG**

CONFIRM & DISPATCH →

Rayterton Apps Rayterton Sales Force Automation User: rayterton\_ops • Logout

### Logistics Command

B 9281 KTY Budi Santoso • LIVE

VEHICLE LOAD 821.8 / 2000 KG

WAREHOUSE INVENTORY

Search SKU name or code...

**BEVERAGES**  
Premium Arabica Coffee Bean  
Avail: 5000 0 +

**DAIRY**  
Oat Milk Barista Edition  
Avail: 240 +

**SNACKS**  
Spicy Potato Chips 100g  
Avail: 1200 +

**BEVERAGES**  
Green Tea 500ml  
Avail: 850 +

**PERSONAL CARE**  
Men Face Wash Charcoal  
Avail: 300 0 +

**BEVERAGES**  
Energy Drink Lemon  
Avail: 500 +

Current Manifest Logs & History 1

**LOG-2025-003** Today, 06:30 AM  
IN\_PROGRESS 145 items

**LOG-2025-002** Yesterday, 05:45 PM  
PENDING\_APPROVAL 45 items  
⚠ Variance: -2 KRT (Green Tea)

**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.



Rayterton Apps

Rayterton Sales Force Automation

User: rayterton\_ops • Logout

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
<div>Koperasi Karyawan</div> <div>CUST-BLK-004</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div> <div>132.2%</div>	Rp 230.000.000	Rp 174.000.000	BLOCKED	Locked
<div>Sentosa Abadi</div> <div>CUST-BLK-007</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div> <div>182.8%</div>	Rp 159.000.000	Rp 87.000.000	BLOCKED	Locked
<div>PT. Distribusi Utama</div> <div>CUST-BLK-002</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div> <div>181.4%</div>	Rp 205.000.000	Rp 113.000.000	BLOCKED	Locked
<div>Grosir Sembako Jaya</div> <div>CUST-BLK-003</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div> <div>158.9%</div>	Rp 197.000.000	Rp 124.000.000	BLOCKED	Locked
<div>CV. Sumber Rejeki</div> <div>CUST-BLK-001</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div> <div>127.4%</div>	Rp 242.000.000	Rp 190.000.000	BLOCKED	Locked
<div>Retailindo Group</div> <div>CUST-BLK-006</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div>				
<div>Toko Maju Mundur</div> <div>CUST-BLK-008</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div>				
<div>Toko Besi Kuat</div> <div>CUST-BLK-005</div> <div>▲ OVERDUE &gt; 90 DAYS &amp; BAD CHEQUE</div>	<div></div>				
<div>Mitra Usaha G</div> <div>CUST-OVL-006</div> <div>▲ CREDIT LIMIT EXCEEDED</div>	<div></div>				
<div>Mitra Usaha J</div> <div>CUST-OVL-009</div> <div>▲ CREDIT LIMIT EXCEEDED</div>	<div></div>				

SHOWING 1 TO 10 OF 50 ACCOUNTS

ORDER REJECTED

Koperasi Karyawan

CUST-BLK-004

Credit Limit Exceeded by

Rp 125.000.000

PLEASE CONTACT FINANCE DEPT.

Credit Limit

Rp 45.000.000

Current Debt

Rp 125.000.000

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.

**Rayterton Apps** Rayterton Sales Force Automation

User: **rayterton\_ops** • Logout

### Competitor Intelligence

Real-time market activity radar & price monitoring.

RO

Rayterton Ops

5 days ago

PRICE WAR

Report on: **Competitor X**

Super Clean 400ml - Mereka banting harga di Toko Bintang Jaya. Diskon 15% langsung potong nota.

PRICE OBSERVED

Rp 12.500

RO

Rayterton Ops

5 days ago

PROMO ALERT

Report on: **Global Brand Y**

Energy Drink Bottle - Buy 2 Get 1 Free program berjalan di area Jakarta Selatan.

PRICE OBSERVED

Rp 5.000

RH

Robert Hartono

5 days ago

MARKET INTEL

Report on: **Local Player Z**

Sabun Colek - Varian baru wangi Lavender, kemasan sachet.

PRICE OBSERVED

Rp 2.000

#### New Report

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

Submit Intel

## 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 :



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## 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.

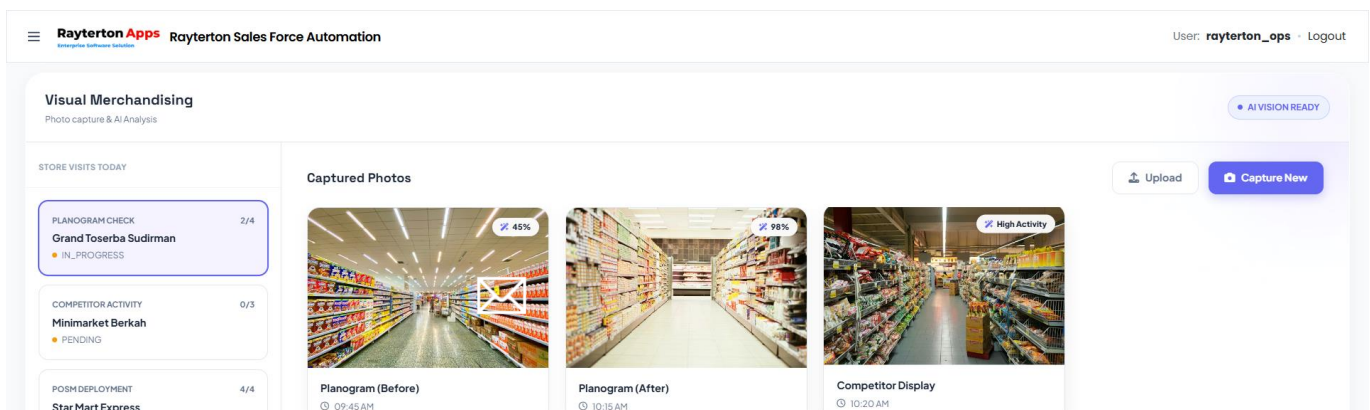
Strategic Insight & Growth.

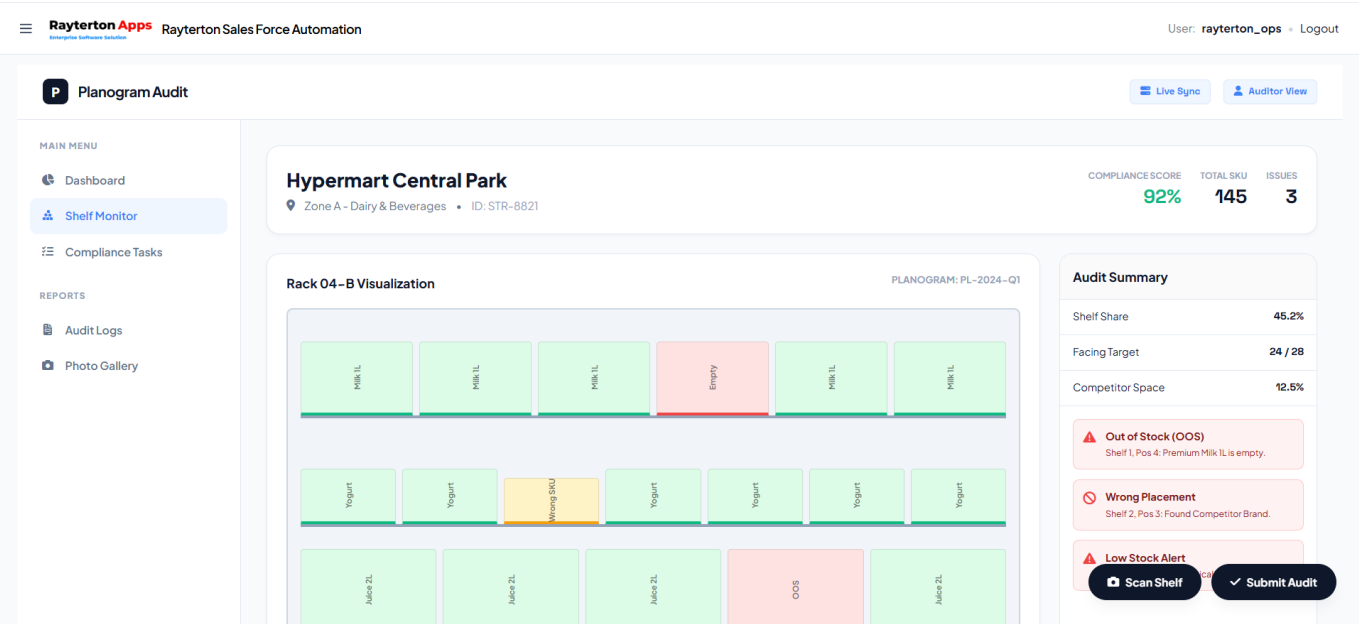
### From Operational Data to Market Dominance

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.

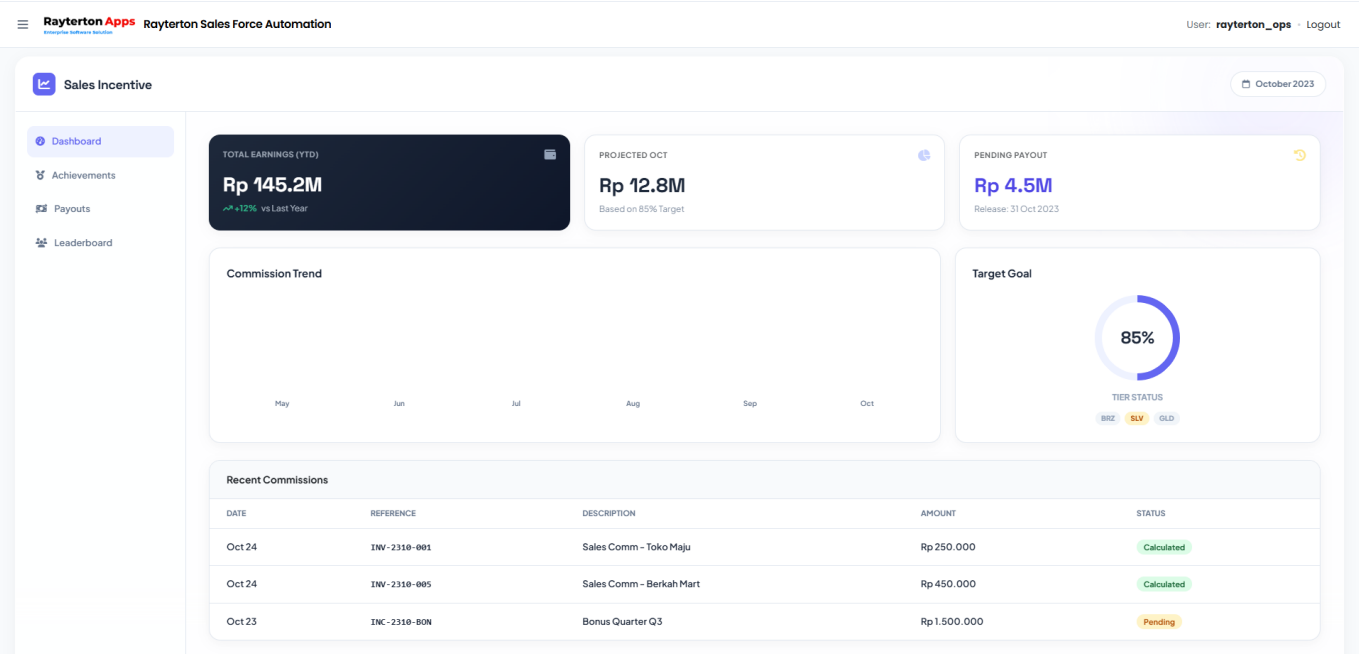
### Module Breakdown: The Strategy

**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.





**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

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

UNDERPERFORM

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

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.

Rayterton Apps

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Field Coaching Form

Draft Mode

Save Evaluation

Appearance & Discipline

Uniform & Grooming

Wearing complete uniform, ID card, and neat appearance.

12345

Punctuality

Arrived on time at the first outlet.

12345

Selling Skills

Product Knowledge

Explains product benefits and promotes clearly.

12345

Handling Objections

Ability to overcome retailer rejection.

12345

Coach Feedback

Observation Notes

Good product knowledge, but needs improvement

Action Plan / Next Steps

Roleplay handling objections session next Monday.

82%

Performance Level

Competent

Visit Details

Salesman

Andi Pratama

Date

Oct 26, 2023

Area

Pasar Minggu

Outlets

12 Visited

Rayterton Apps

Rayterton Sales Force Automation

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Approval Center

Return

Discount

Leave

RETURN ORDER

Toko Maju Jaya - Bad Stock Return

Sales: Andi Pratama

DISCOUNT REQ

Special Disc 5% - Supermarket Berkah

Sales: Budi Santoso

LEAVE REQ

Annual Leave (2 Days)

Sales: Rina Kurnia

EXPENSE

Travel Expense Reimbursement

Sales: Dedi Kusuma

Return Order Request

Toko Maju Jaya - Andi Pratama

REASON CODE

Expired Product (BS)

REQUEST DATE

26 Oct 2023

Total Value

Rp 1.718.000

ITEMS (3)

ITEM NAME	QTY	VALUE
Premium Arabica 250g	5 PCS	425.000
Oat Milk Barista	12 KRT	540.000

WORKFLOW STATUS

Submitted by Salesman

Pending Supervisor Review

Performance Review

Appearance & Discipline

Uniform & Grooming

Punctuality

Selling Skills

Product Knowledge

Handling Objections

Supervisor Findings

Observation Notes

CRITICAL

Management Actions

Schedule Coaching

Issue Warning Letter (SPI)

Employee Info

Salesman

ID

Join Date

Previous Score

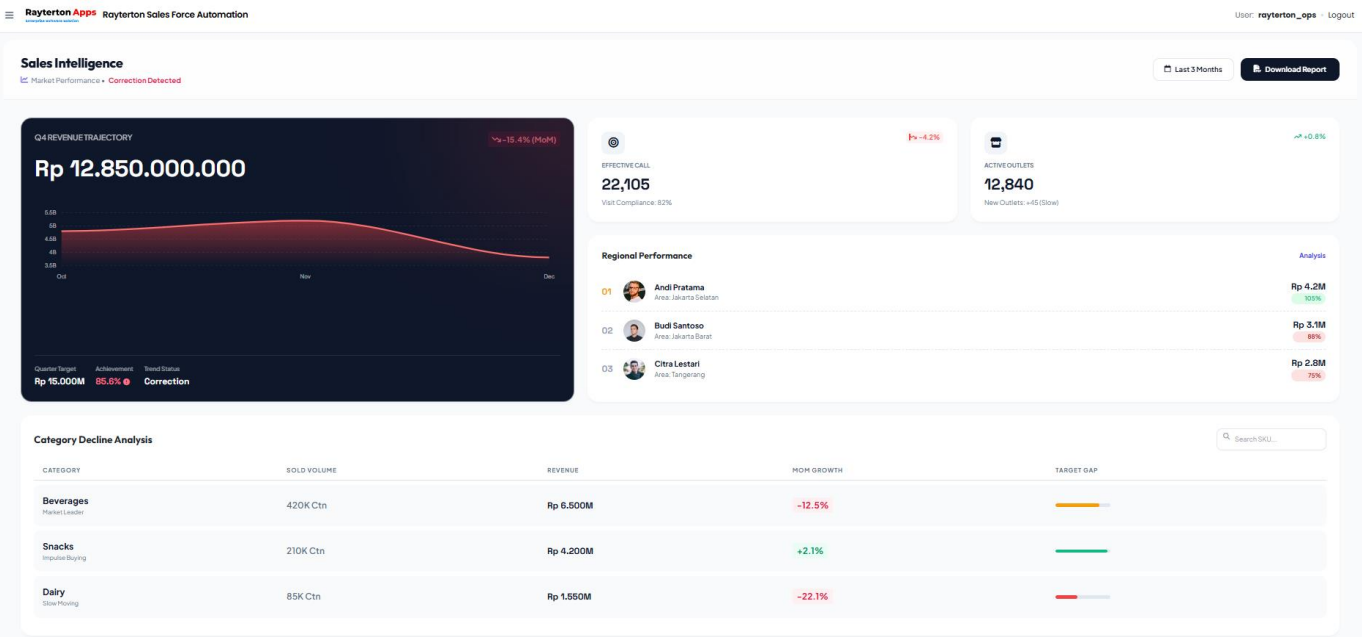
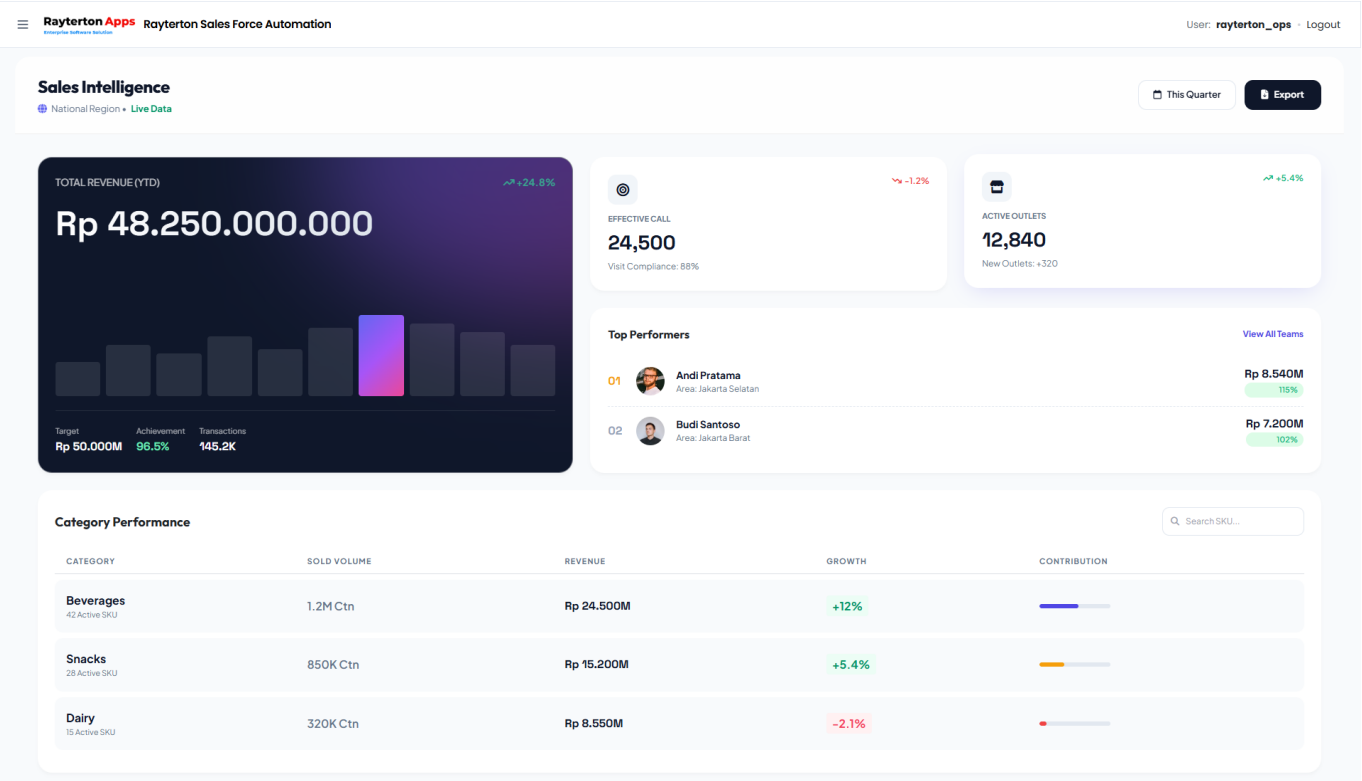
Andi Pratama

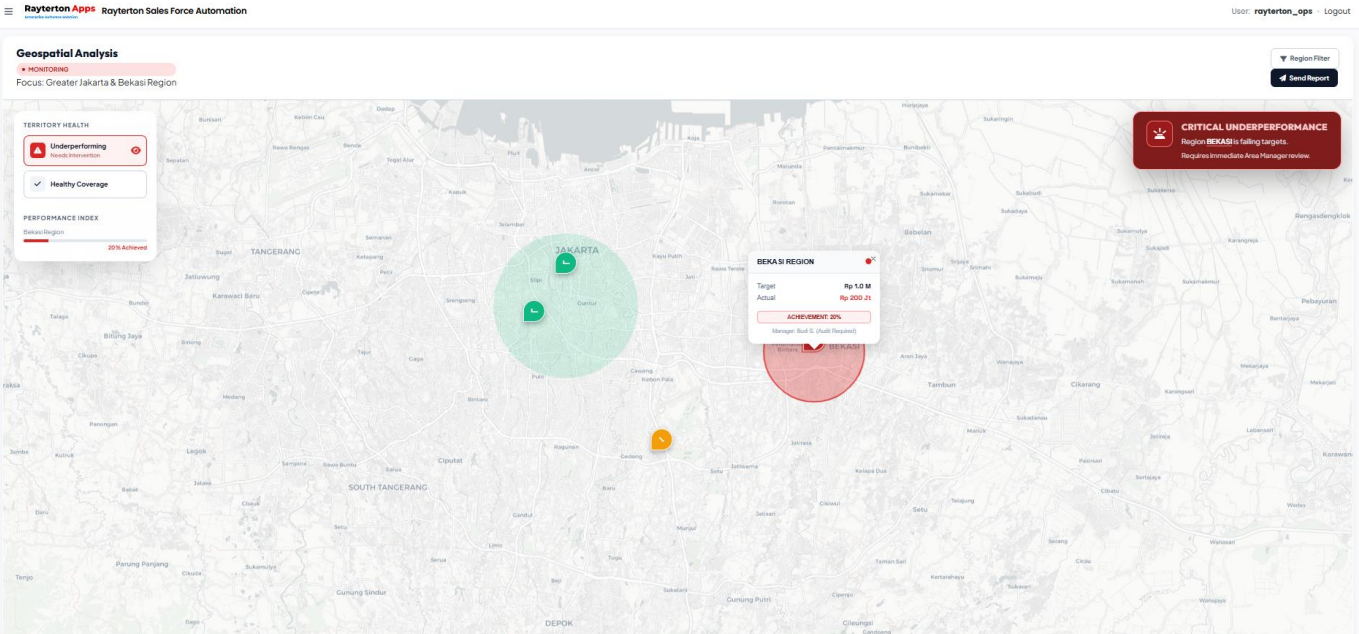
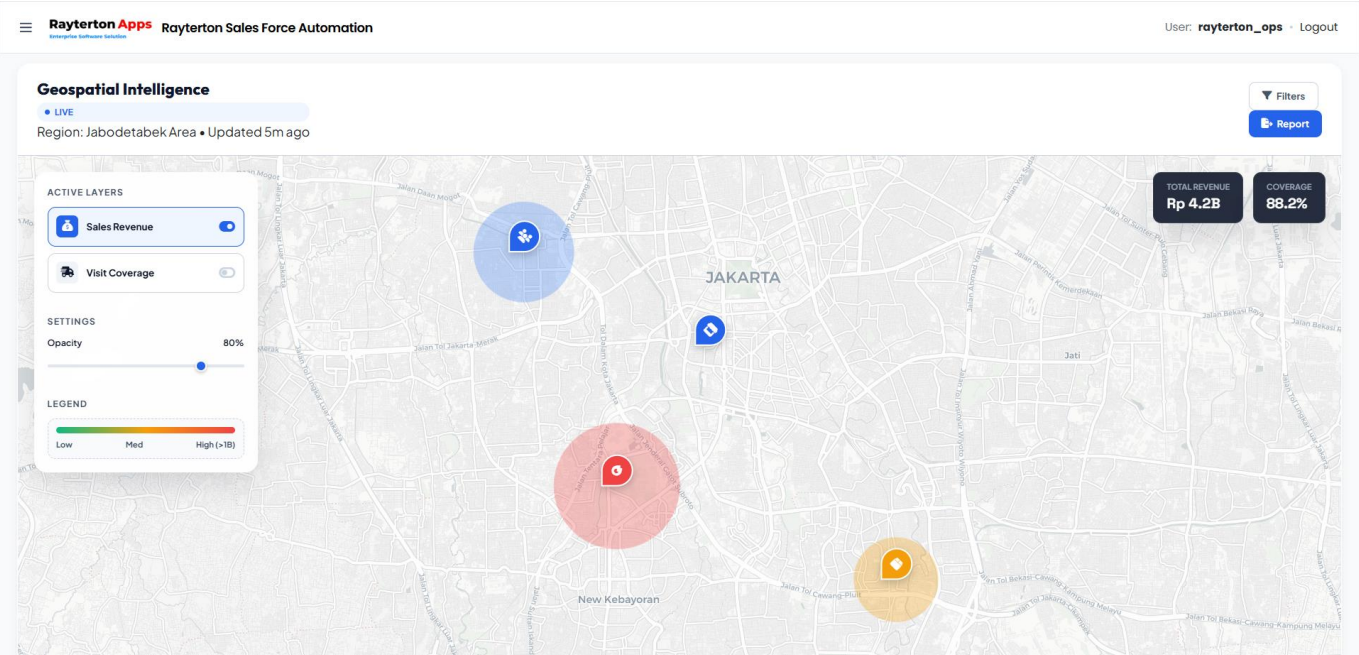
SLS-00921

Aug 2023

55% (Poor)

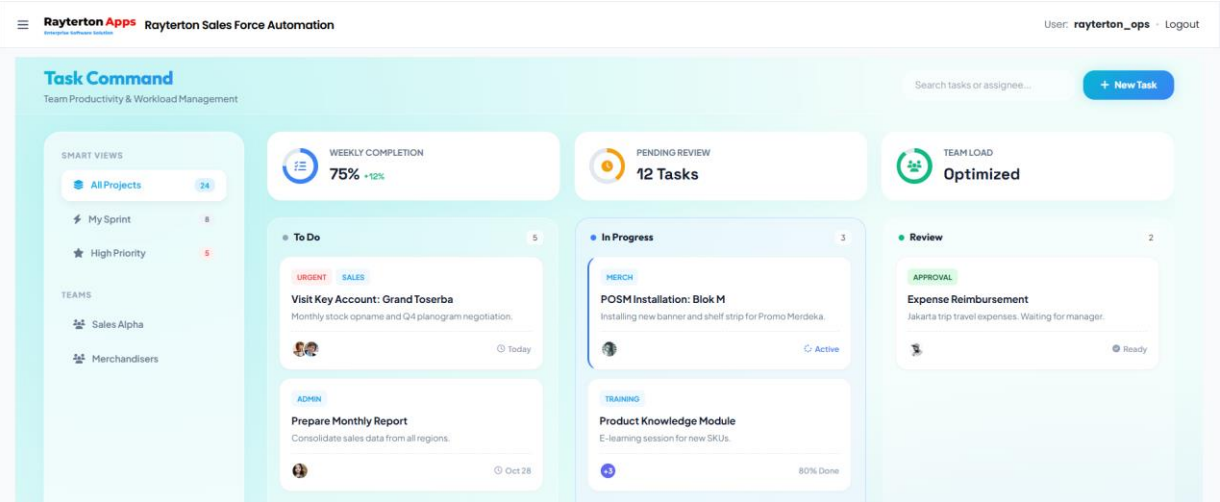
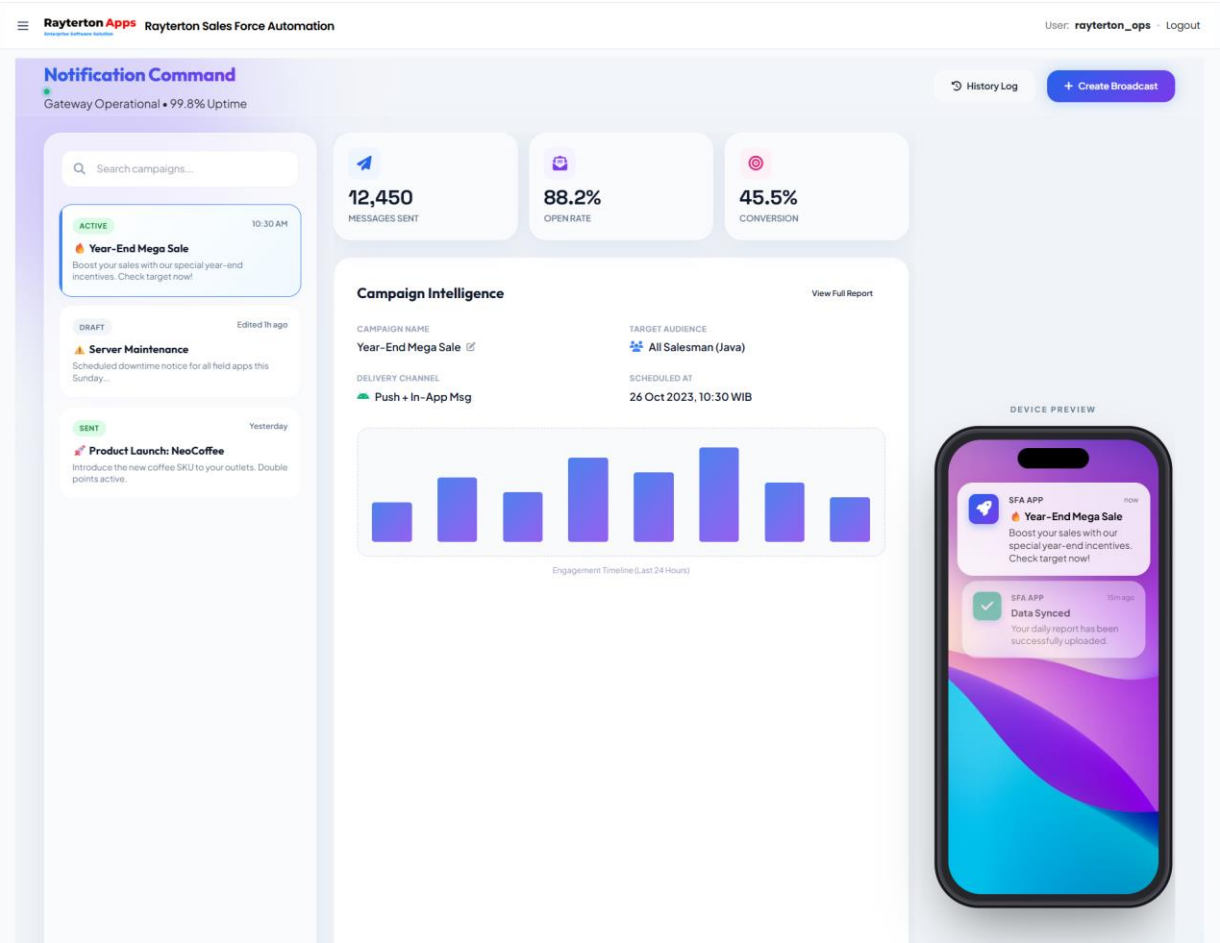
Reporting & Analytics We provide deep pivot reports, trend analysis, and heatmaps. Know exactly which SKU is dying and which territory is booming.



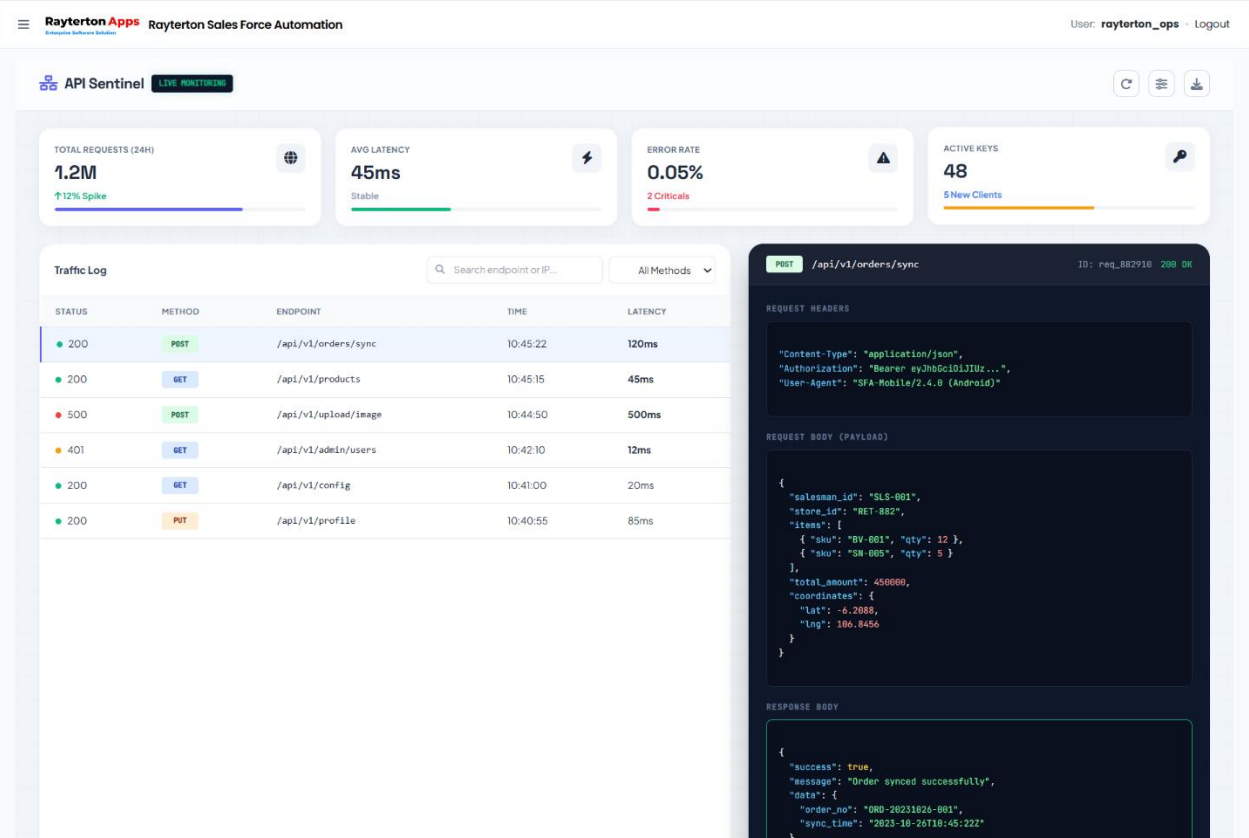
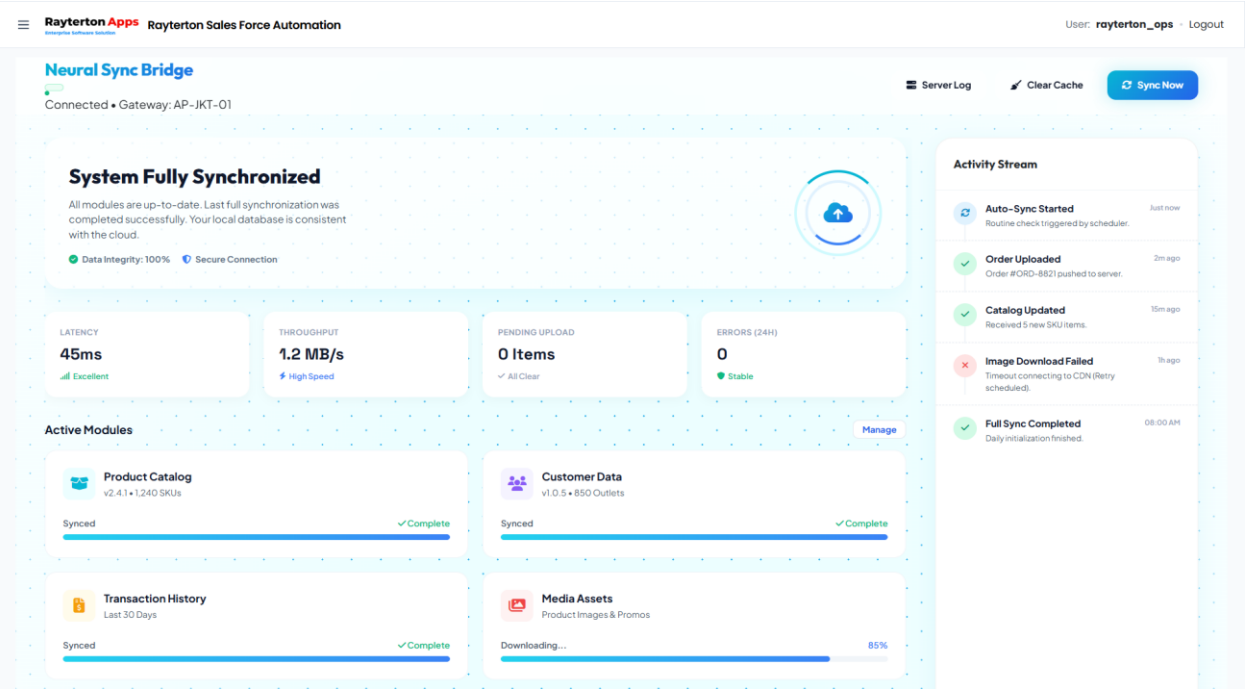




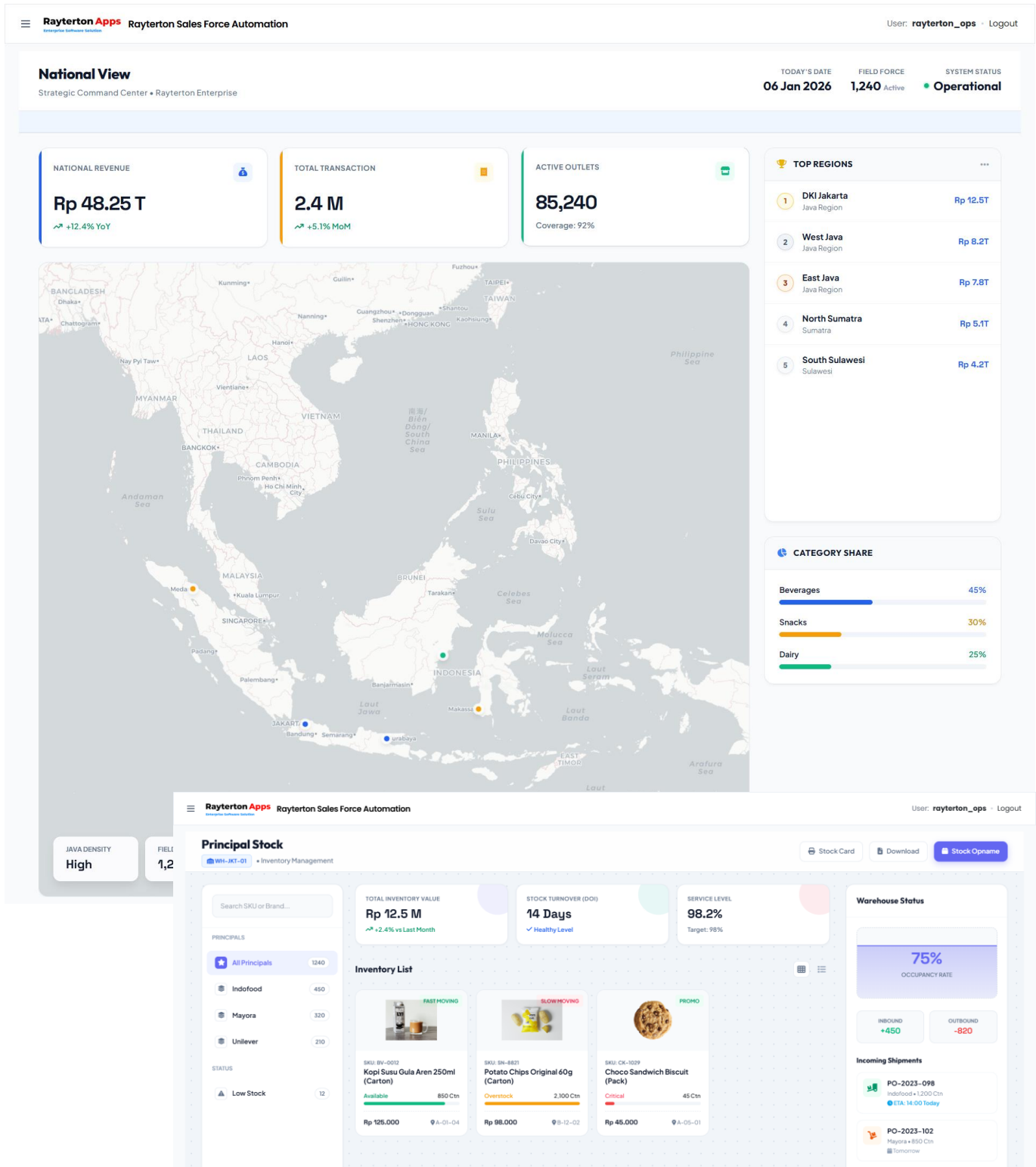
Notification & Tasks Head Office can blast urgent messages or assign specific tasks (e.g., "Check expiry dates") to all salesmen instantly.



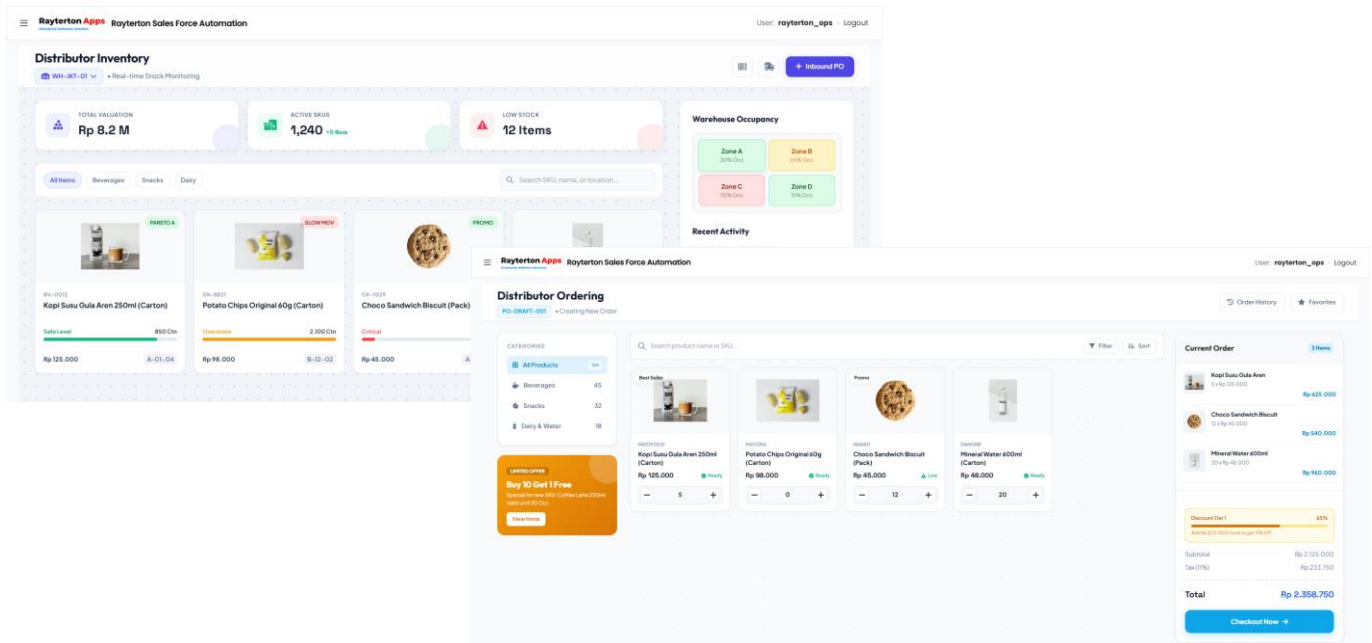
**Integration & API** Integrate the system with your other existing surrounding applications as needed. Sync customer data, product catalog, transaction, sales, to/from SFA.



**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.



**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 :



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## About Rayterton

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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](http://rayterton.com)