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.

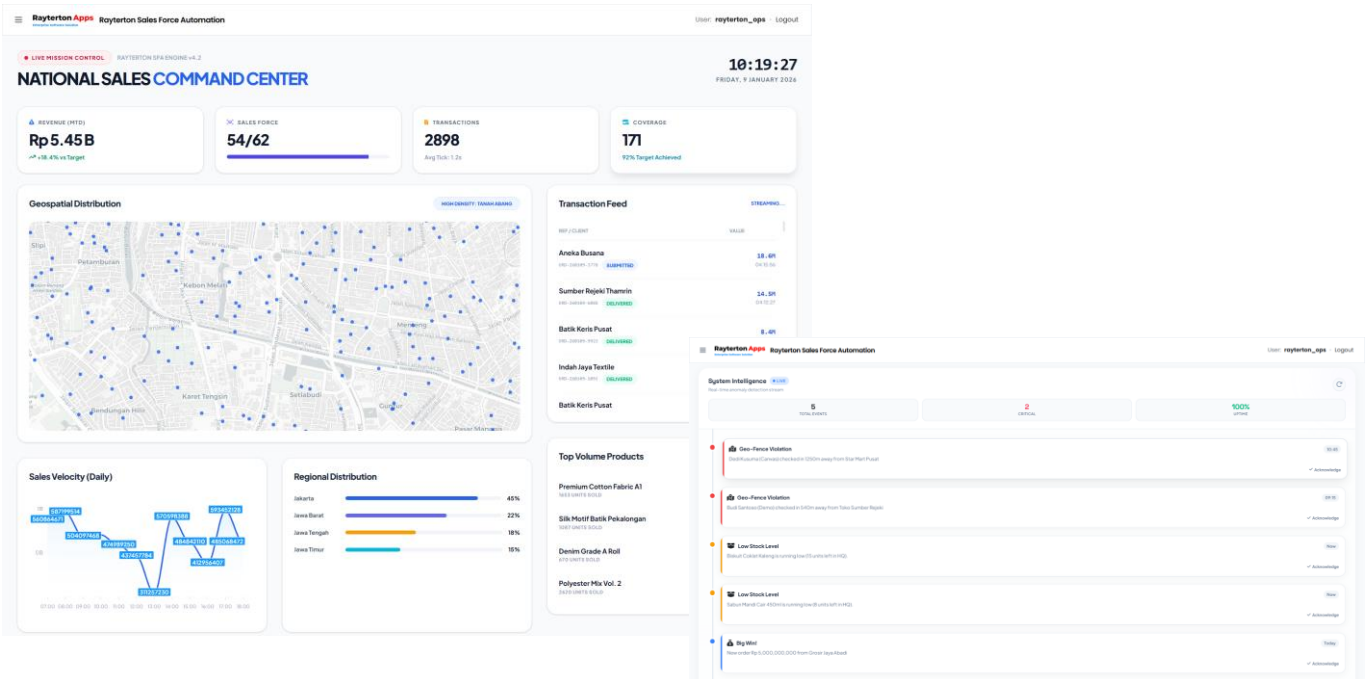
The Foundation of Sales Operations.

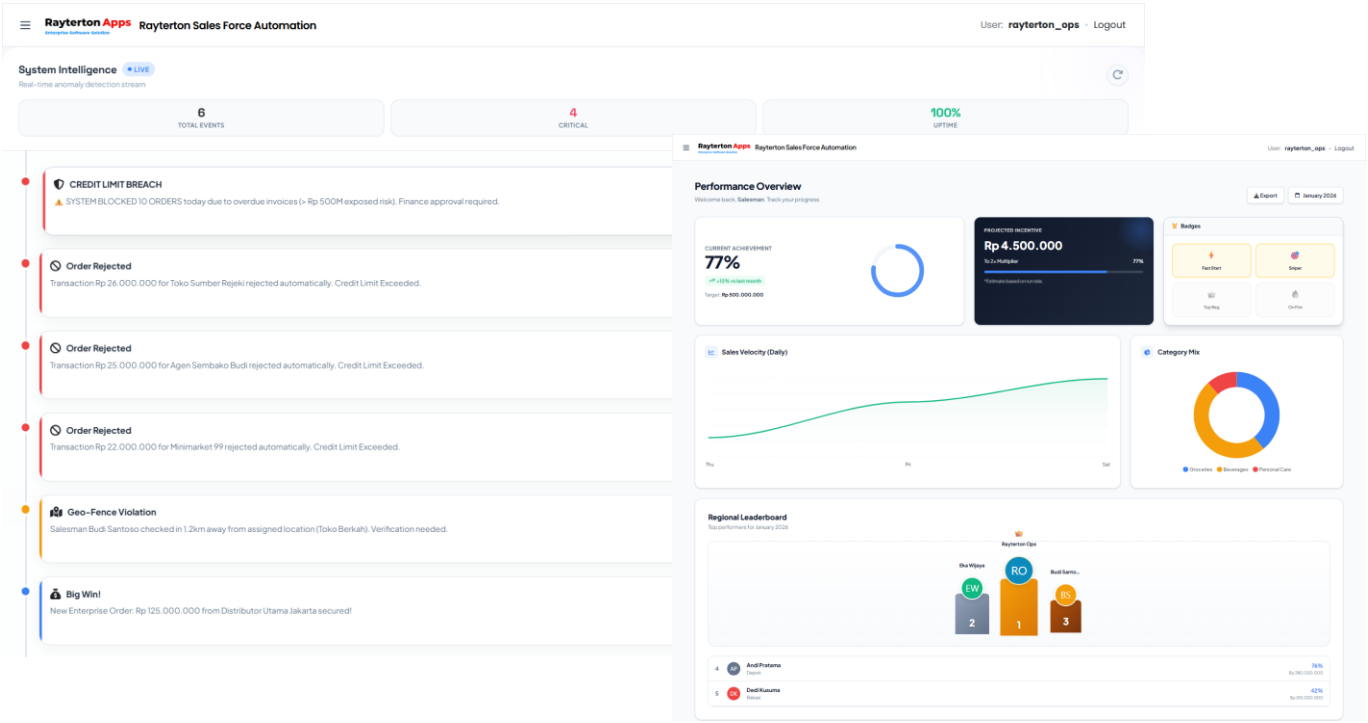
Digitize Your Frontline Operations

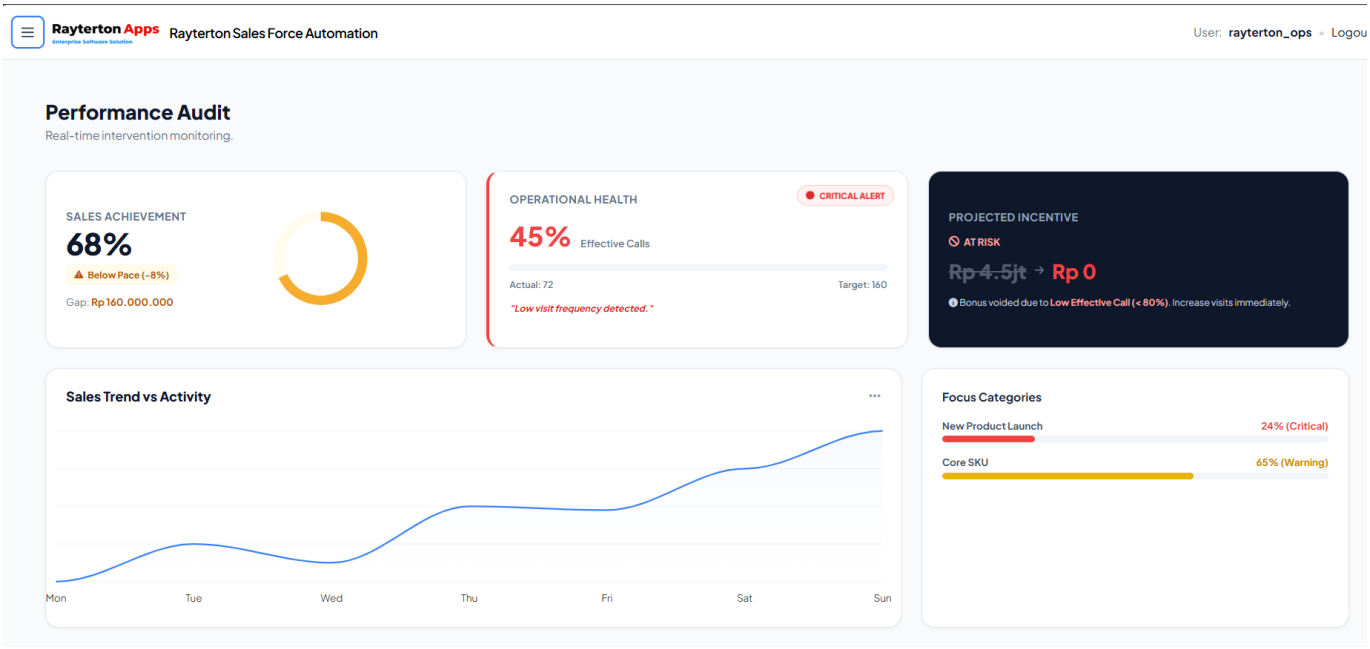
This is the foundation. Before you can optimize, you must digitize. This suite removes paper and WhatsApp from the equation, giving you a clean, real-time view of your market coverage. It focuses on the 8 Essential Modules for daily execution.

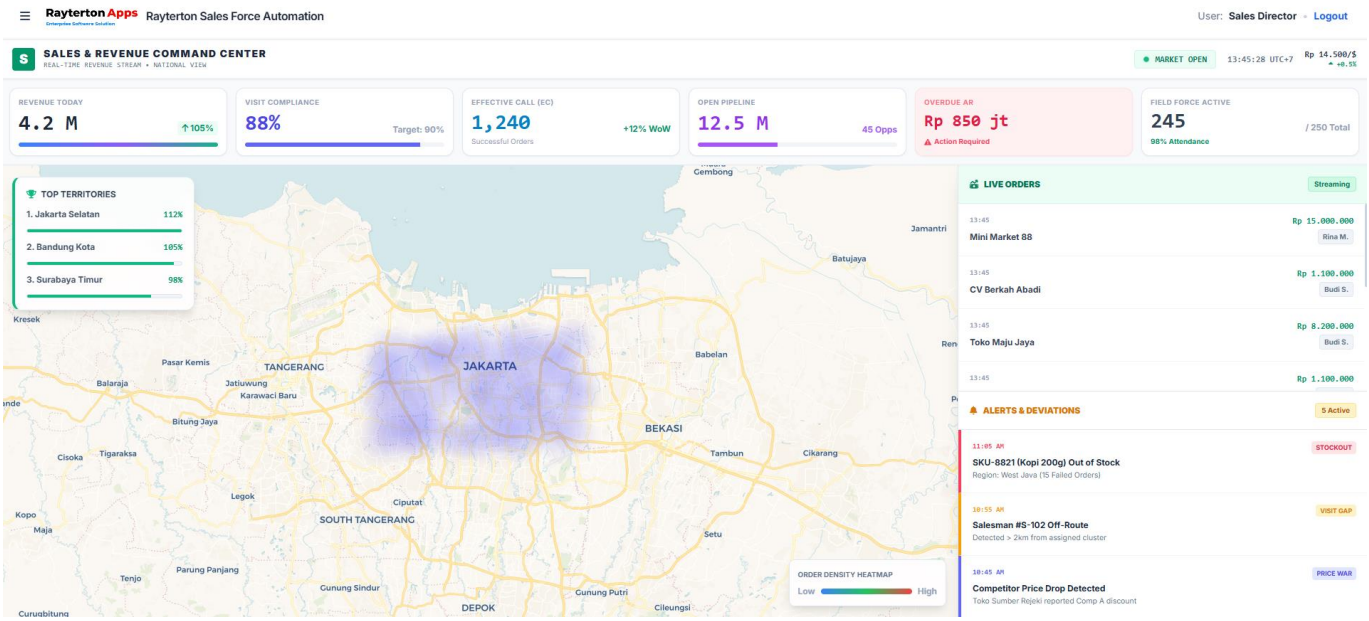
Module Breakdown: The Essentials

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.

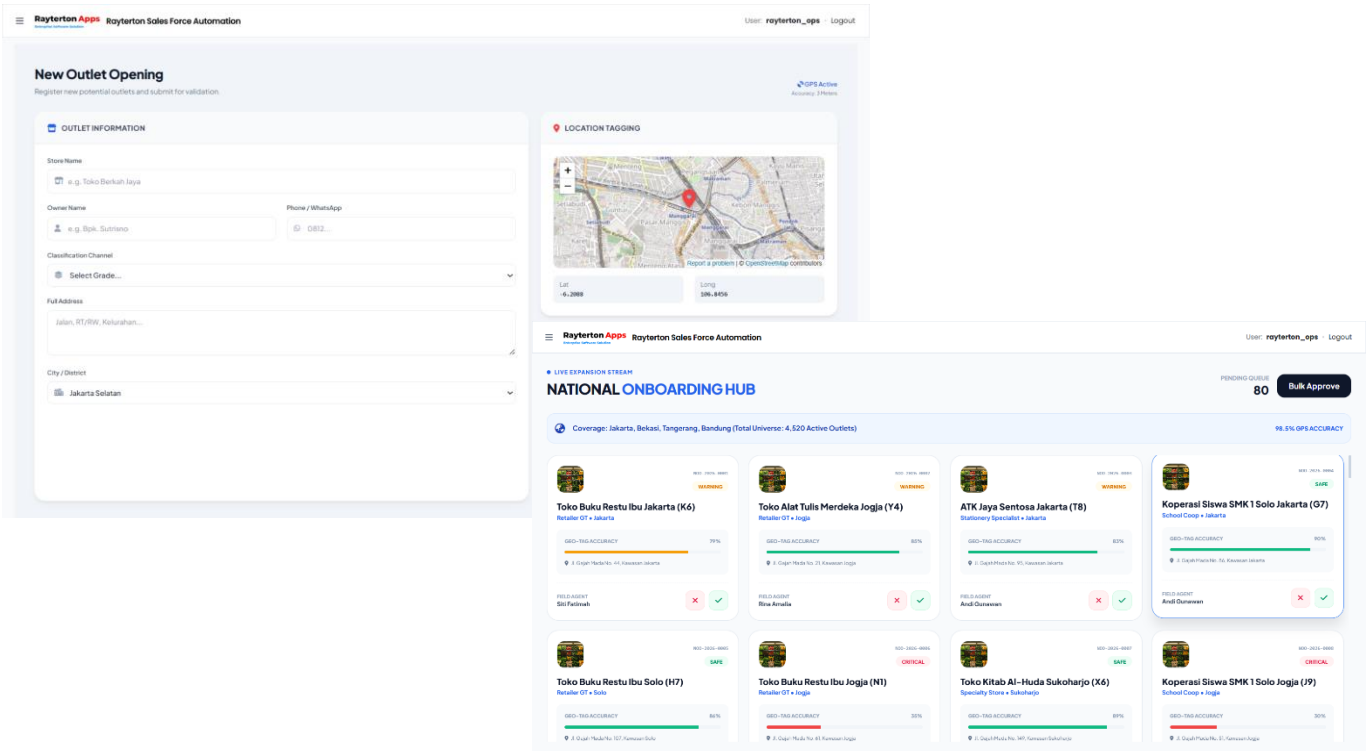



Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logout
System Intelligence
LIVE
Real-time anomaly detection stream
6
TOTAL EVENTS
4
CRITICAL
100%
UPTIME
CREDIT LIMIT BREACH
SYSTEM BLOCKED 10 ORDERS today due to overdue invoices (> Rp 500M exposed risk). Finance approval required.
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 1.2km away from assigned location (Toko Berkah). Verification needed.
Big Win!
New Enterprise Order: Rp 125.000.000 from Distributor Utama Jakarta secured!
Performance Overview
CURRENT ACHIEVEMENT
77%
PROJECTED INCENTIVE
Rp 4.500.000
Badges
Sales Velocity (Daily)
Category Mix
Regional Leaderboard
Rayterton Ops
RO
1
EW
2
BS
3

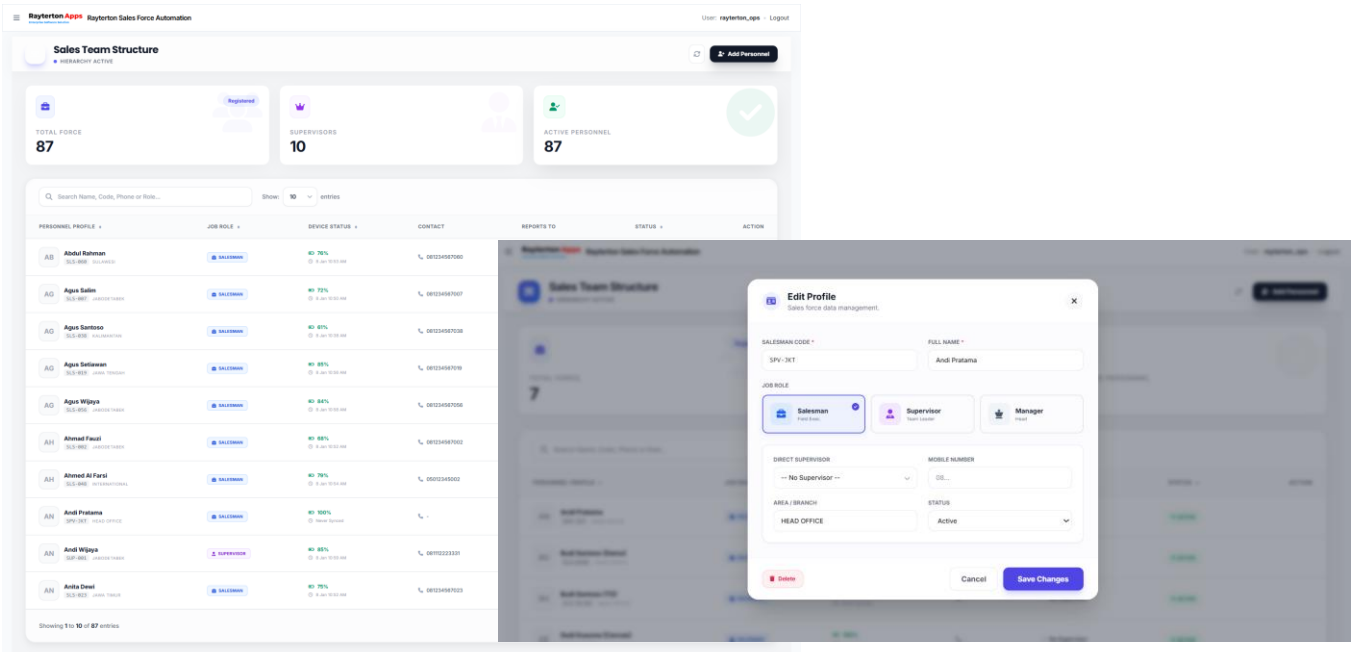

Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logou
Performance Audit
Real-time intervention monitoring.
SALES ACHIEVEMENT
68%
Below Pace (-8%)
Gap: Rp 160.000.000
OPERATIONAL HEALTH
CRITICAL ALERT
45% Effective Calls
Actual: 72
Target: 160
"Low visit frequency detected."
PROJECTED INCENTIVE
AT RISK
Rp 4.5jt → Rp 0
Bonus voided due to Low Effective Call (< 80%). Increase visits immediately.
Sales Trend vs Activity
Mon
Tue
Wed
Thu
Fri
Sat
Sun
Focus Categories
New Product Launch
24% (Critical)
Core SKU
65% (Warning)



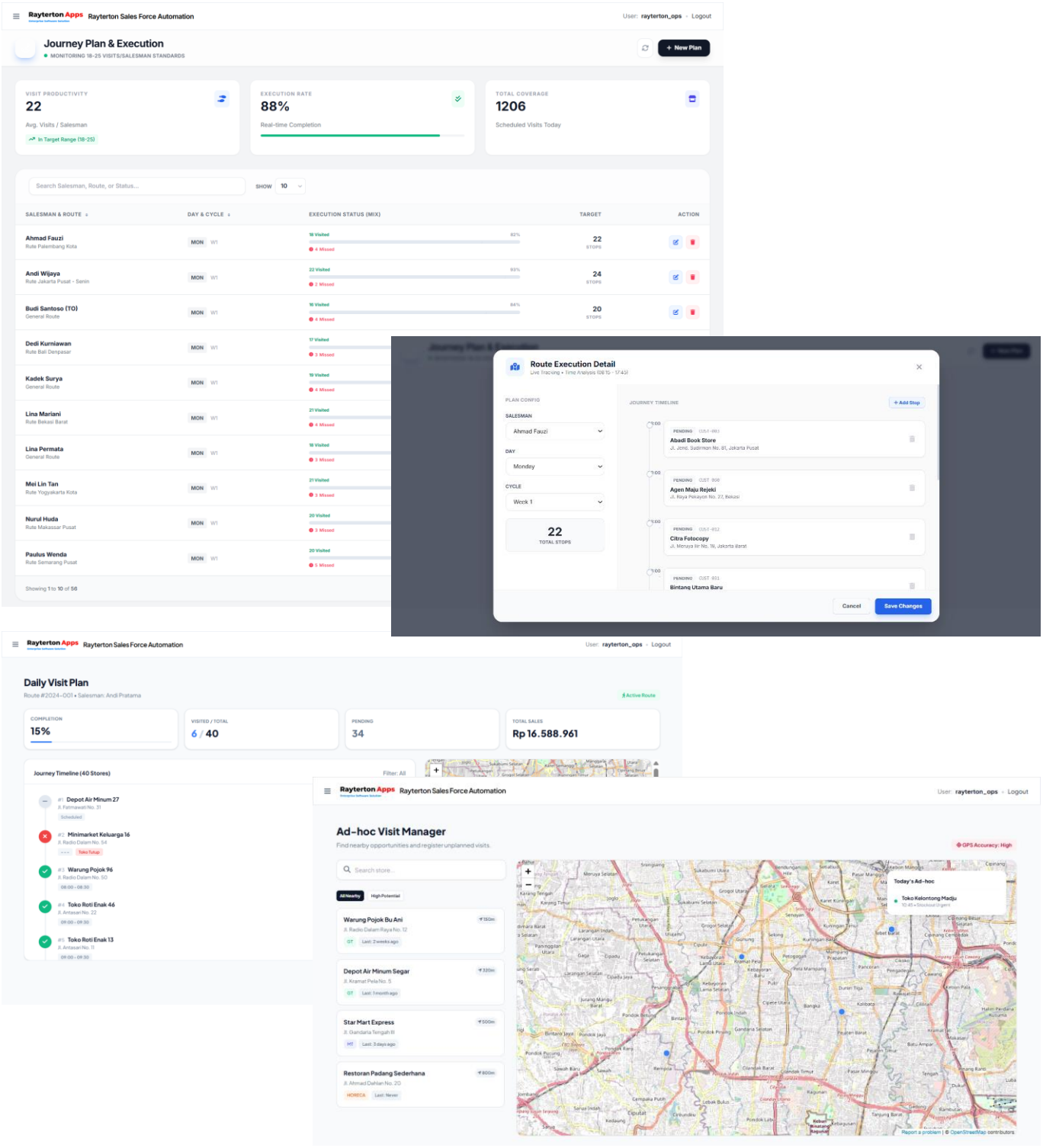
Customer / Outlet Onboarding Expand your territory aggressively. Salesmen register new shops (NOO) directly in the field. Mandatory geotagging and shop photos ensure your database is clean from day one.



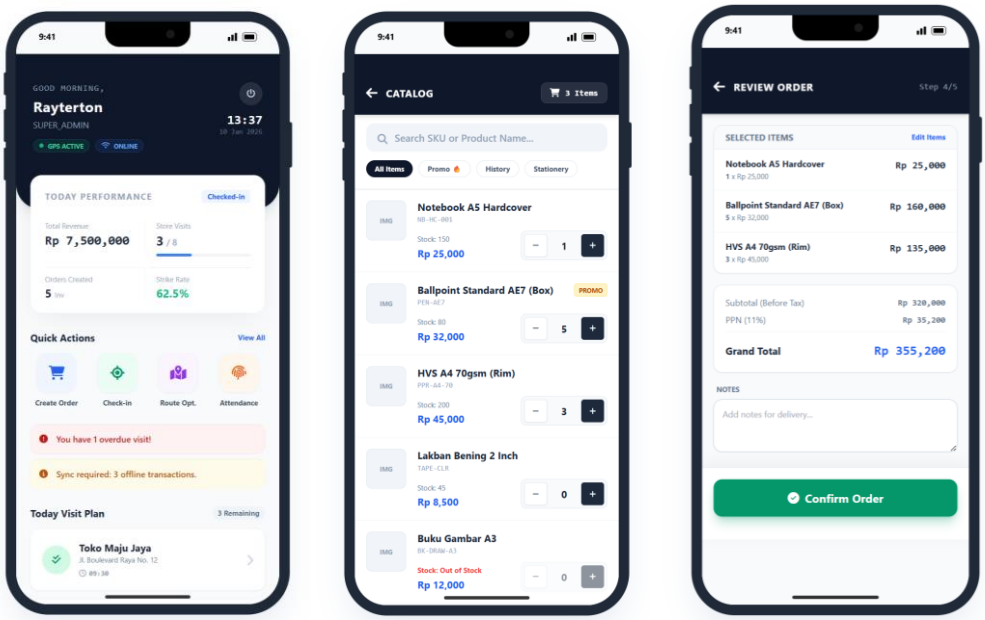
Sales Team Management Manage your digital roster easily. Handle territory assignments, role hierarchies, and salesman transfers without needing IT intervention.



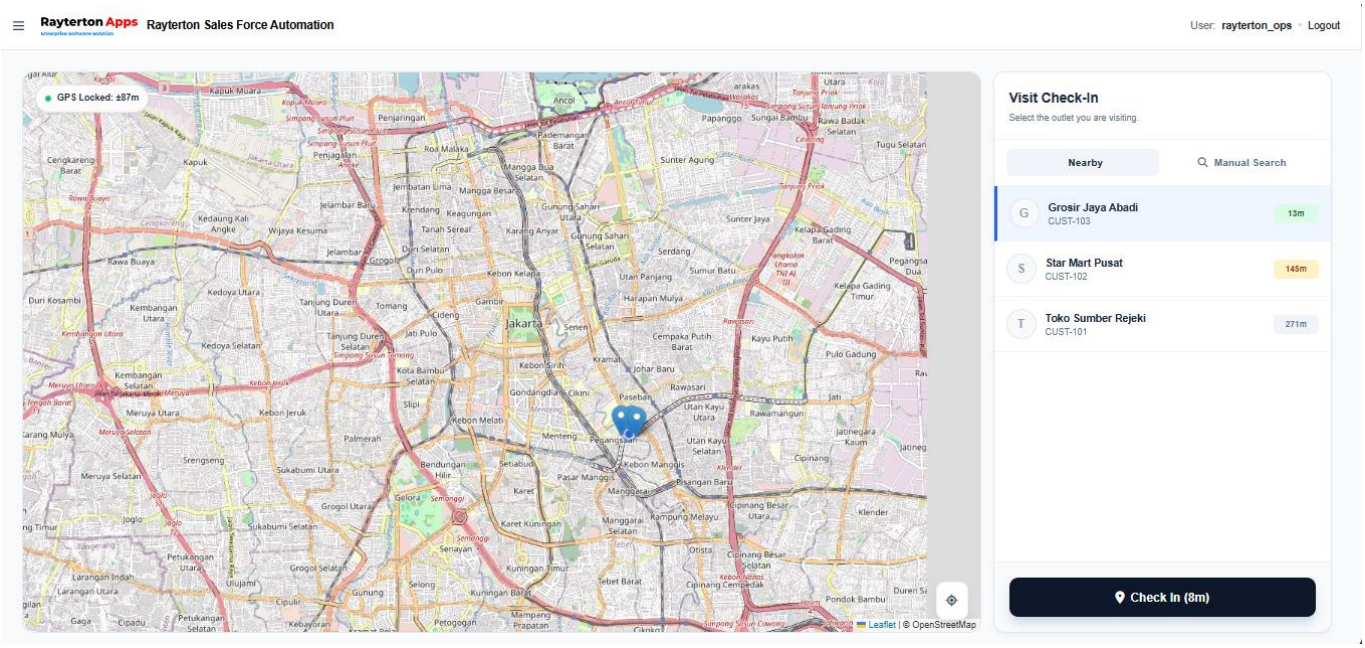
Journey Plan (PJP) & Routes Stop the wandering. Define exactly which stores must be visited on Monday, Tuesday, etc. The system guides the salesman, ensuring optimal coverage and fuel efficiency.

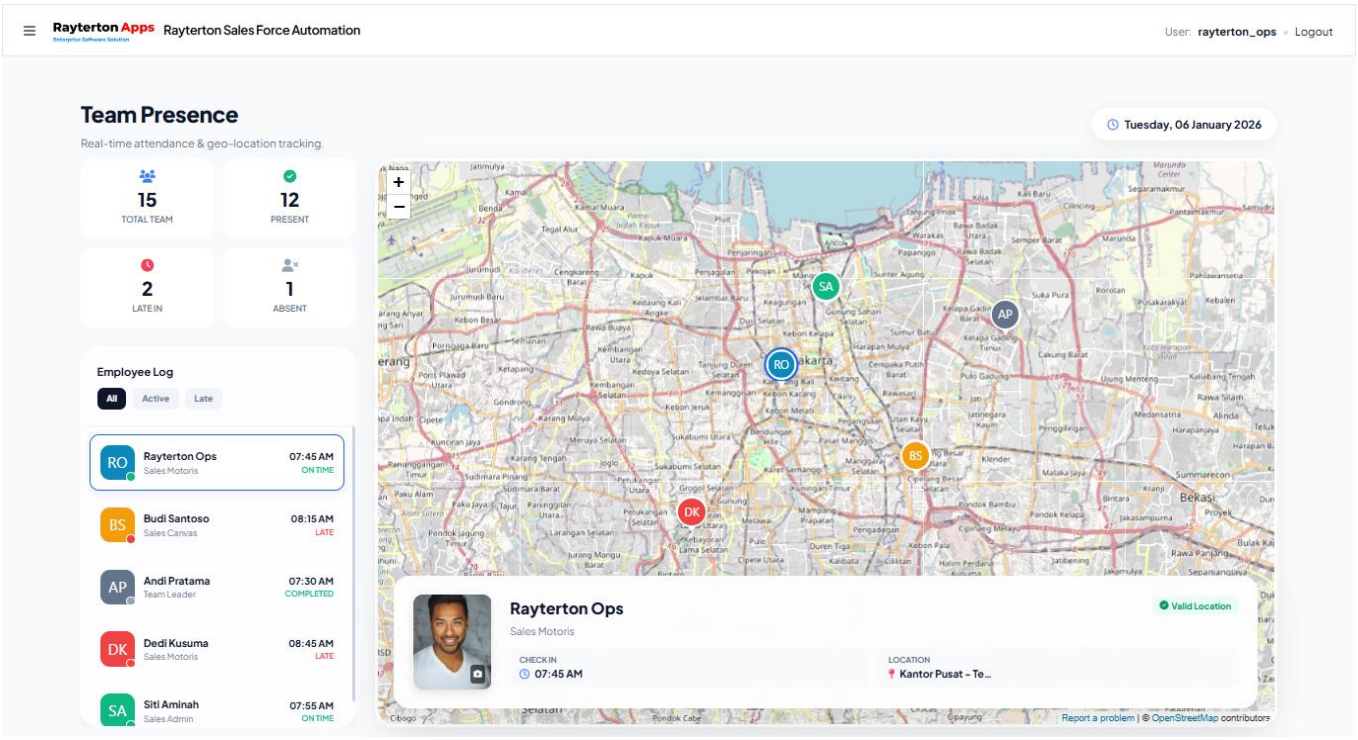


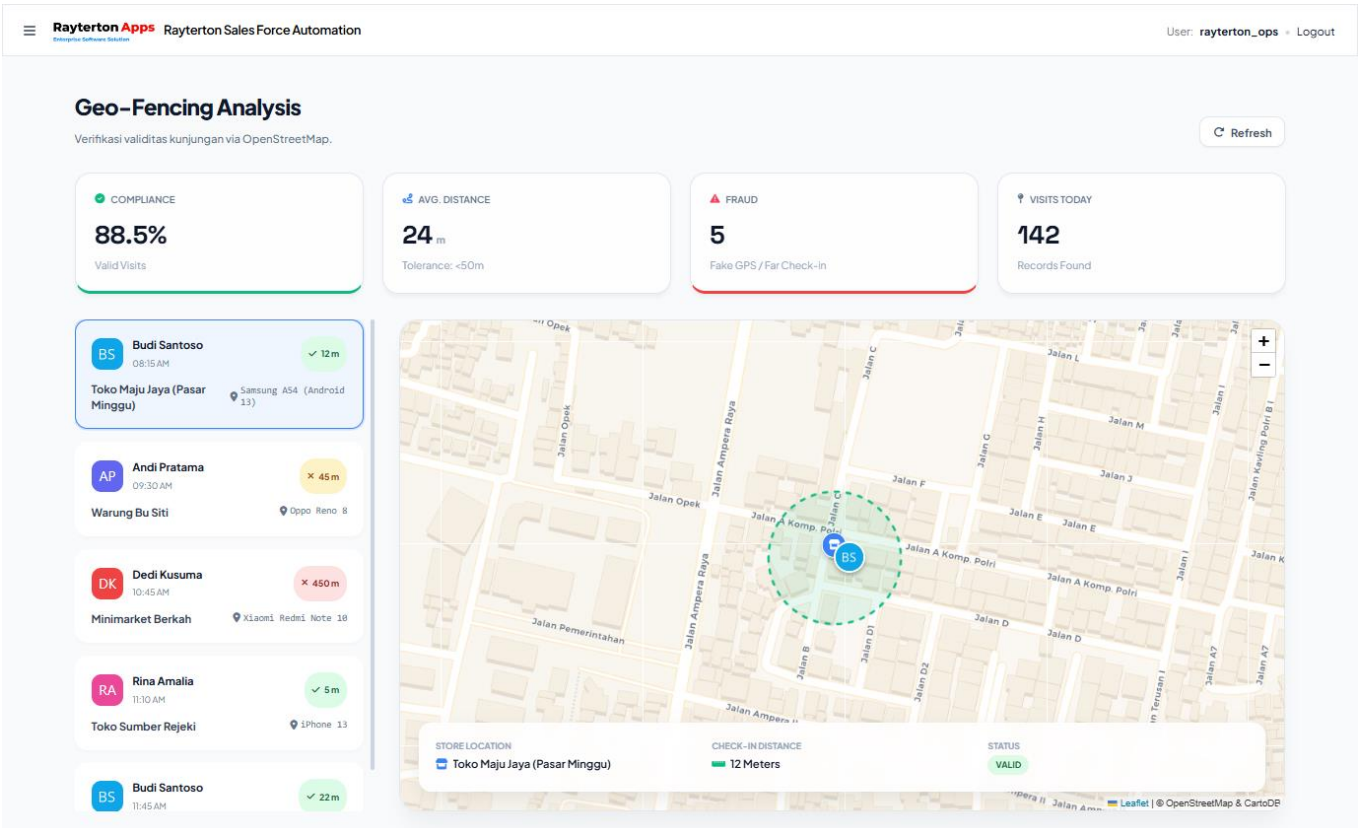
Mobile Order Taking Speed is money. Salesmen browse a visual catalog, check stock availability, and book orders in seconds.



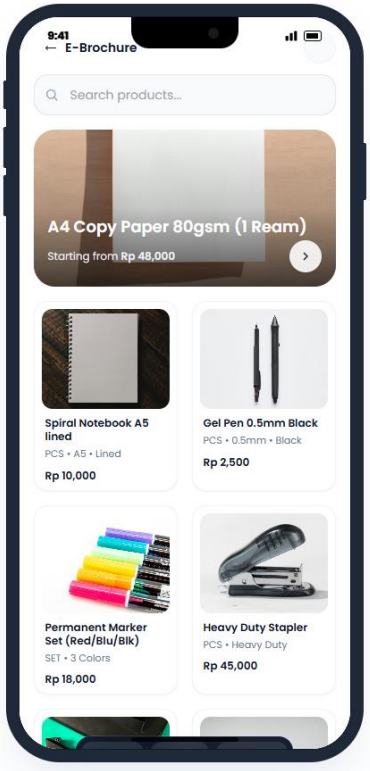
Geo Fencing & Attendance. The "Check-In" button is **LOCKED** unless the GPS detects the salesman is physically at the store. If they aren't there, they can't fake the visit.

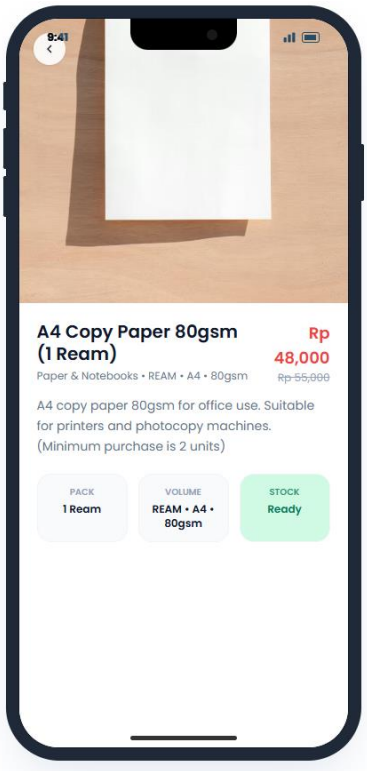



Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops • Logout
Team Presence
Real-time attendance & geo-location tracking.
Tuesday, 06 January 2026
15
TOTAL TEAM
12
PRESENT
2
LATE IN
1
ABSENT
Employee Log
All
Active
Late
Rayterton Ops
Sales Motoris
07:45 AM
ON TIME
Budi Santoso
Sales Canvas
08:15 AM
LATE
Andi Pratama
Team Leader
07:30 AM
COMPLETED
Dedi Kusuma
Sales Motoris
08:45 AM
LATE
Siti Aminah
Sales Admin
07:55 AM
ON TIME
Rayterton Ops
Sales Motoris
Valid Location
CHECK IN
07:45 AM
LOCATION
Kantor Pusat - Te...
Report a problem | © OpenStreetMap contributors


Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops • Logout
Geo-Fencing Analysis
Verifikasi validitas kunjungan via OpenStreetMap.
Refresh
COMPLIANCE
88.5%
Valid Visits
AVG. DISTANCE
24 m
Tolerance: <50m
FRAUD
5
Fake GPS / Far Check-in
VISITS TODAY
142
Records Found
Budi Santoso
08:15 AM
12 m
Toko Maju Jaya (Pasar Minggu)
Samsung A54 (Android 13)
Andi Pratama
09:30 AM
45 m
Warung Bu Siti
Oppo Reno 8
Dedi Kusuma
10:45 AM
450 m
Minimarket Berkah
Xiaomi Redmi Note 10
Rina Amalia
11:10 AM
5 m
Toko Sumber Rejeki
iPhone 13
Budi Santoso
11:45 AM
22 m
STORE LOCATION
Toko Maju Jaya (Pasar Minggu)
CHECK-IN DISTANCE
12 Meters
STATUS
VALID
Leaflet | © OpenStreetMap & CartoDB

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.

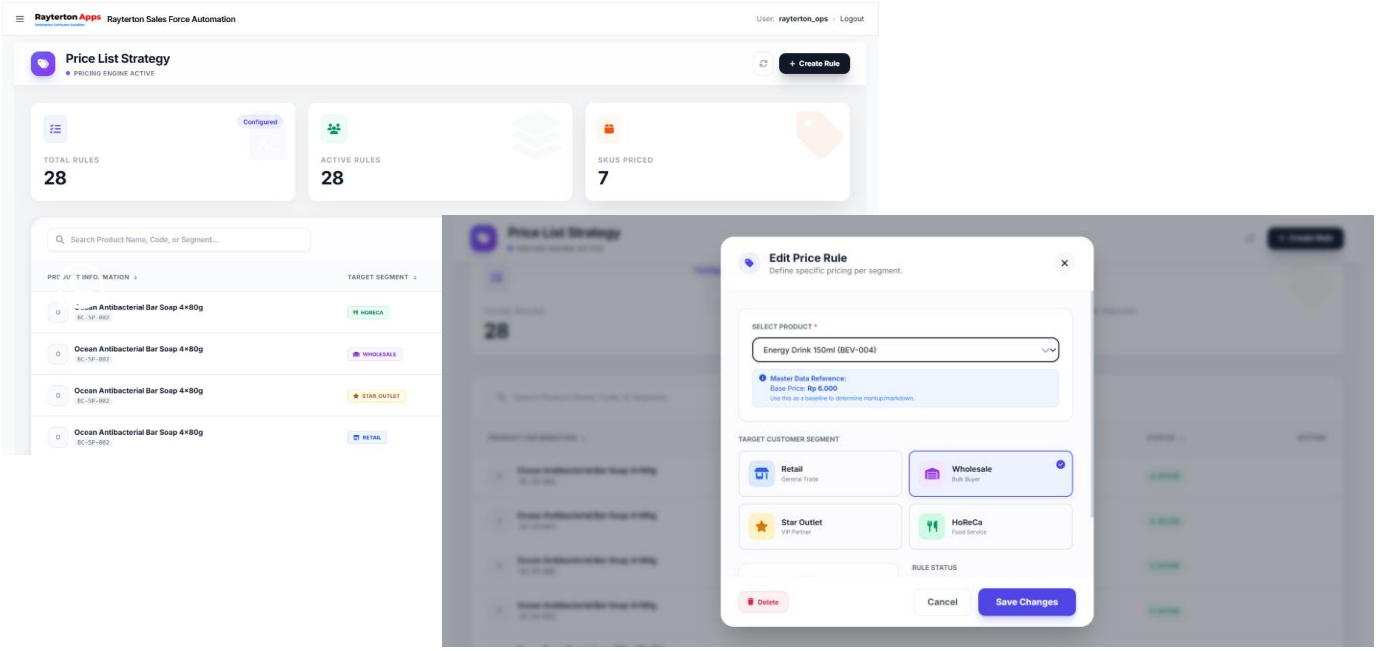
Total Commercial Control.

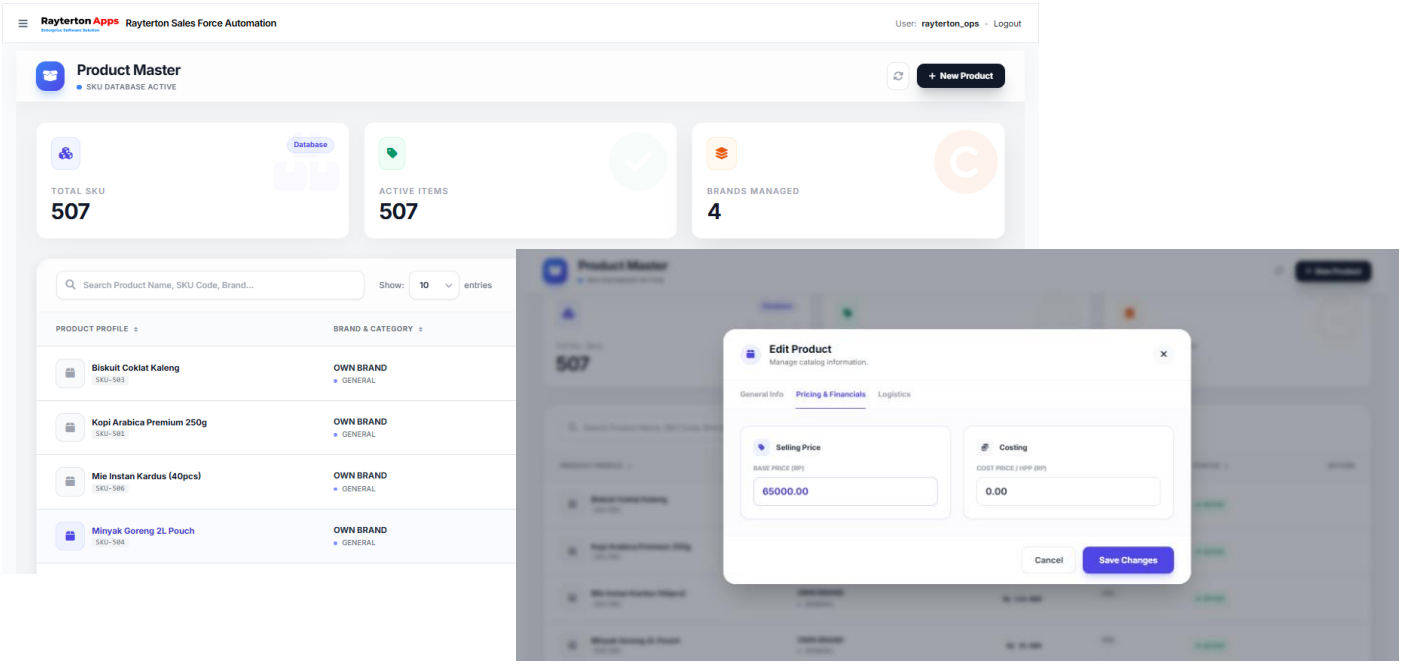
Enforce Strategy. Stop Leakage.

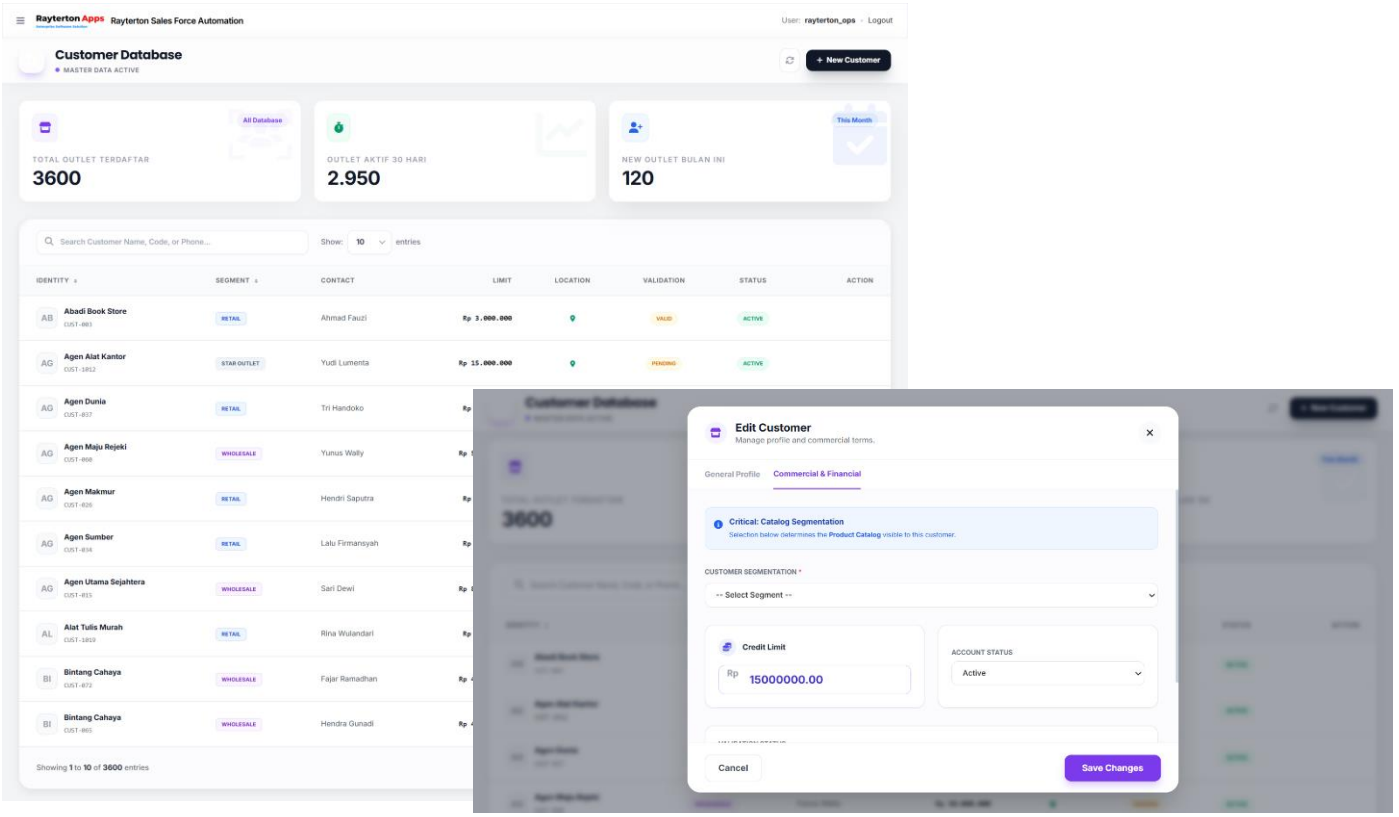
Once your team is digital, you need Control. This layer transforms your SFA from a "recording tool" into an "enforcement engine." It ensures every transaction complies with your business rules.

Module Breakdown: The Enforcers

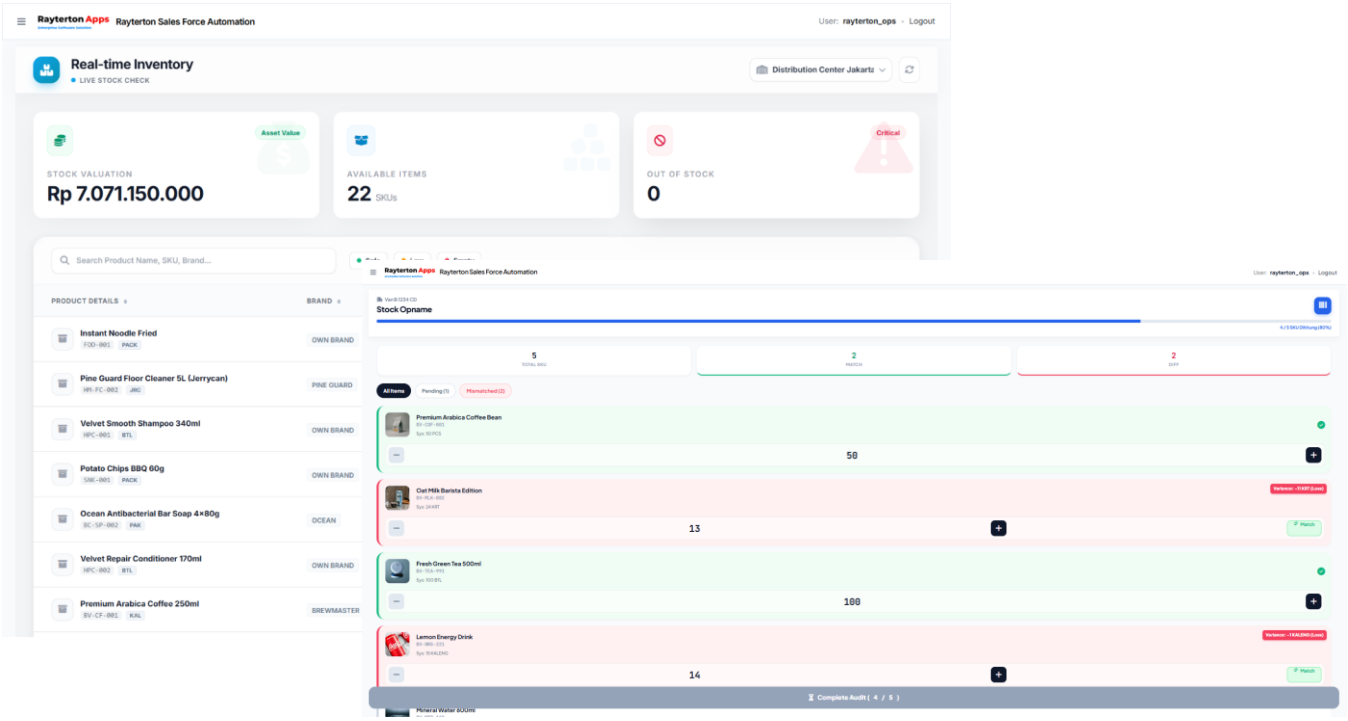
Master Data Management The single source of truth. Centralize your SKUs, UOM conversions, and Price Hierarchies. Ensure every branch across the nation speaks the same data language.

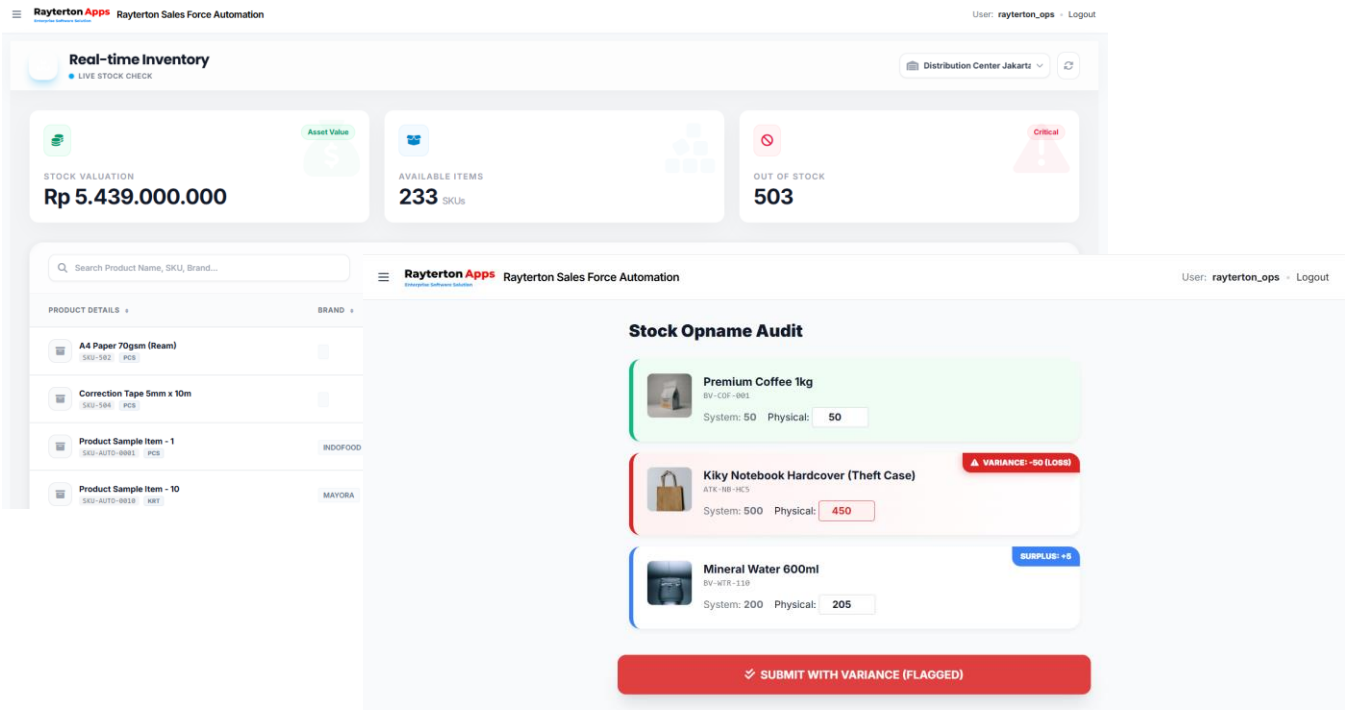



Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logout
Product Master
SKU DATABASE ACTIVE
+ New Product
TOTAL SKU
507
ACTIVE ITEMS
507
BRANDS MANAGED
4
Search Product Name, SKU Code, Brand...
Show: 10 entries
PRODUCT PROFILE
BRAND & CATEGORY
Biskuit Coklat Kaleng
SKU-503
OWN BRAND
GENERAL
Kopi Arabica Premium 250g
SKU-501
OWN BRAND
GENERAL
Mie Instan Kardus (40pcs)
SKU-506
OWN BRAND
GENERAL
Minyak Goreng 2L Pouch
SKU-504
OWN BRAND
GENERAL
Edit Product
Manage catalog information.
General Info
Pricing & Financials
Logistics
Selling Price
BASE PRICE (RP)
65000.00
Costing
COST PRICE / HPP (RP)
0.00
Cancel
Save Changes

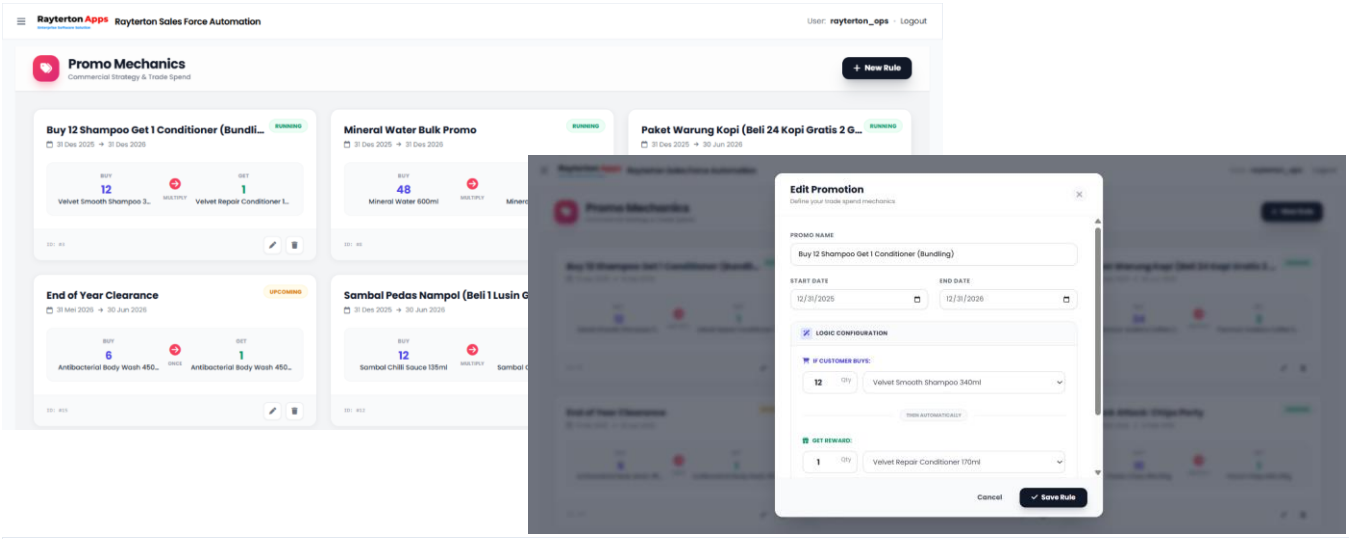

Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logout
Customer Database
MASTER DATA ACTIVE
+ New Customer
TOTAL OUTLET TERDAFTAR
3600
OUTLET AKTIF 30 HARI
2.950
NEW OUTLET BULAN INI
120
Search Customer Name, Code, or Phone...
Show: 10 entries
IDENTITY
SEGMENT
CONTACT
LIMIT
LOCATION
VALIDATION
STATUS
ACTION
Abadi Book Store
RETAIL
Ahmad Fauzi
Rp 3.000.000
Agen Alat Kantor
STAR OUTLET
Yudi Lumenta
Rp 15.000.000
Agen Dunia
RETAIL
Tri Handoko
Agen Maju Rejeki
WHOLESALE
Yunus Wally
Agen Makmur
RETAIL
Hendri Saputra
Agen Sumber
RETAIL
Lalu Firmansyah
Agen Utama Sejahtera
WHOLESALE
Sari Dewi
Alat Tulis Murah
RETAIL
Rina Wulandari
Bintang Cahaya
WHOLESALE
Fajar Ramadhan
Bintang Cahaya
WHOLESALE
Hendra Gunadi
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
Rp
15000000.00
ACCOUNT STATUS
Active
Cancel
Save Changes

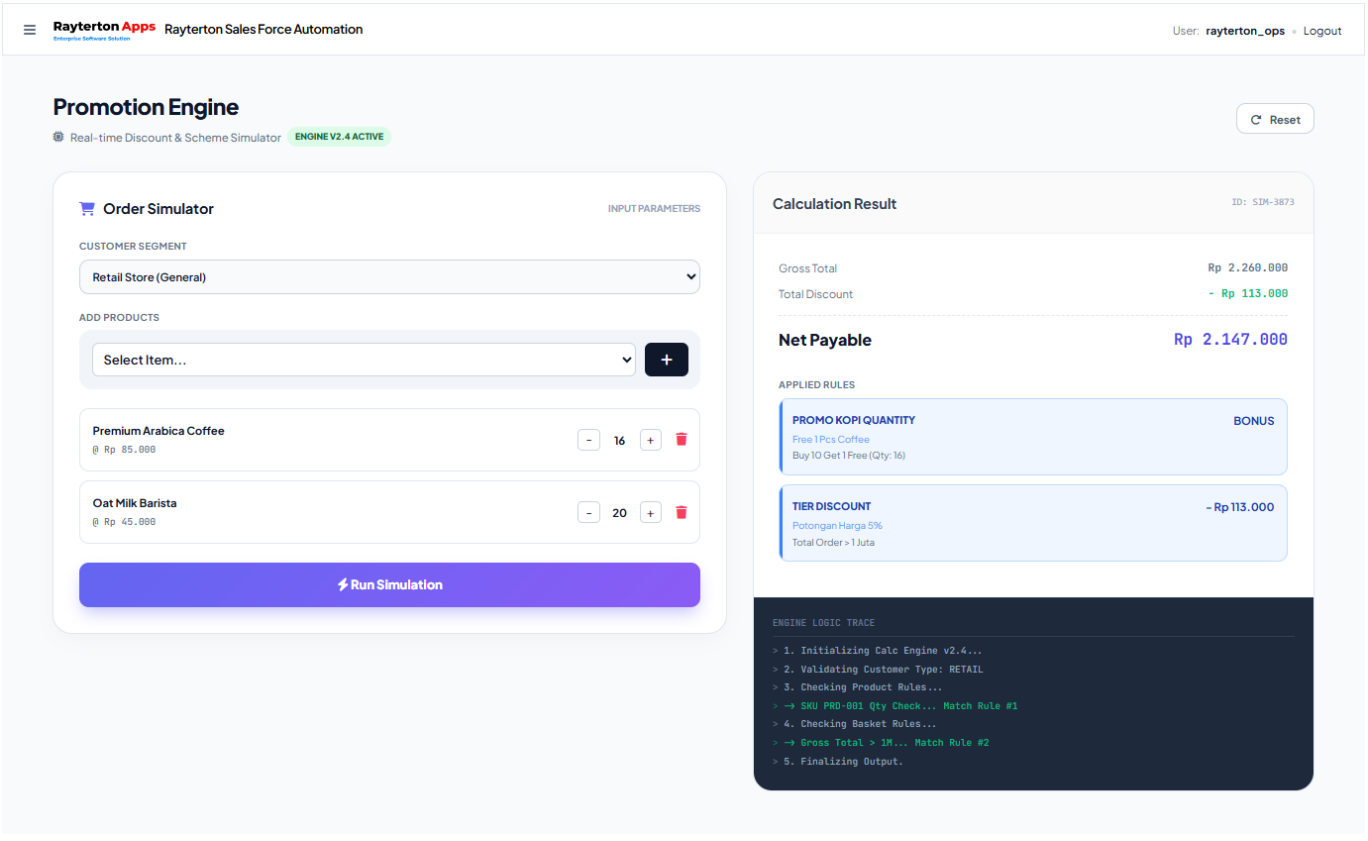
Stock & Inventory Visibility Don't sell air. Salesmen see real-time "Available-to-Promise" stock. If the warehouse is empty, the system blocks the order, preventing delivery failures and customer anger.

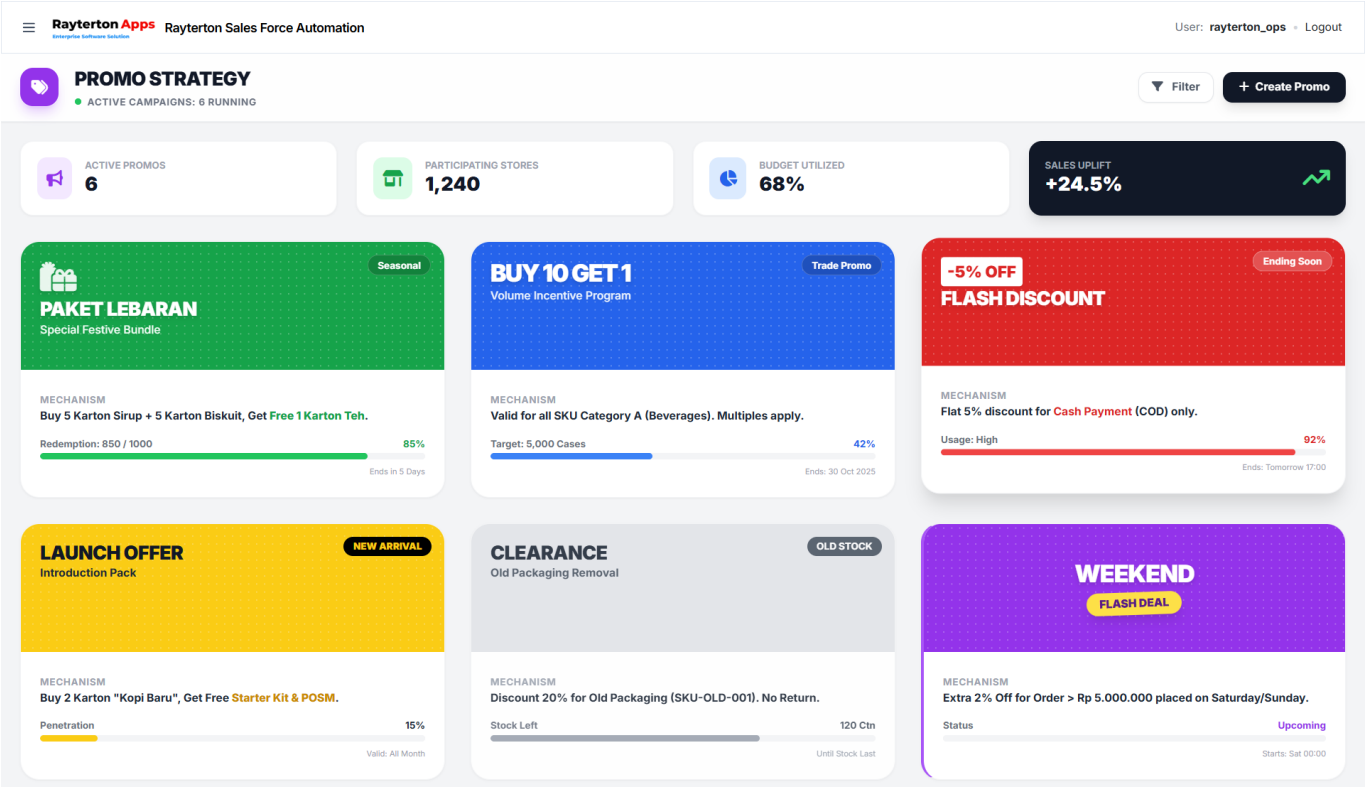




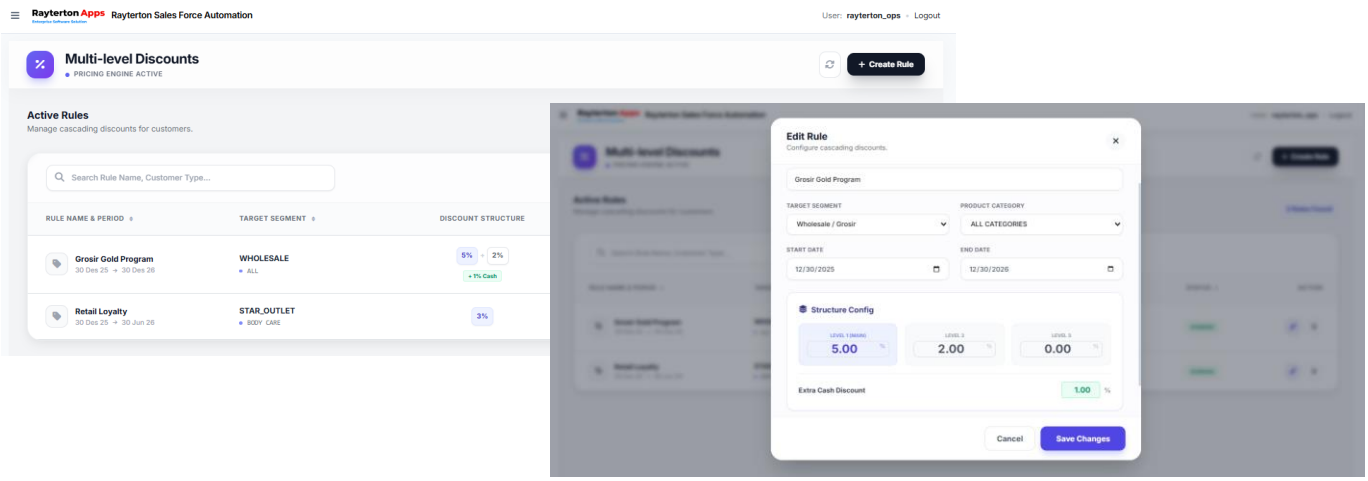
Promotions & Trade Schemes Run complex campaigns without headaches. Configure "Buy 12 Get 1" or "Bundling" at HQ. The system auto-calculates it in the cart.

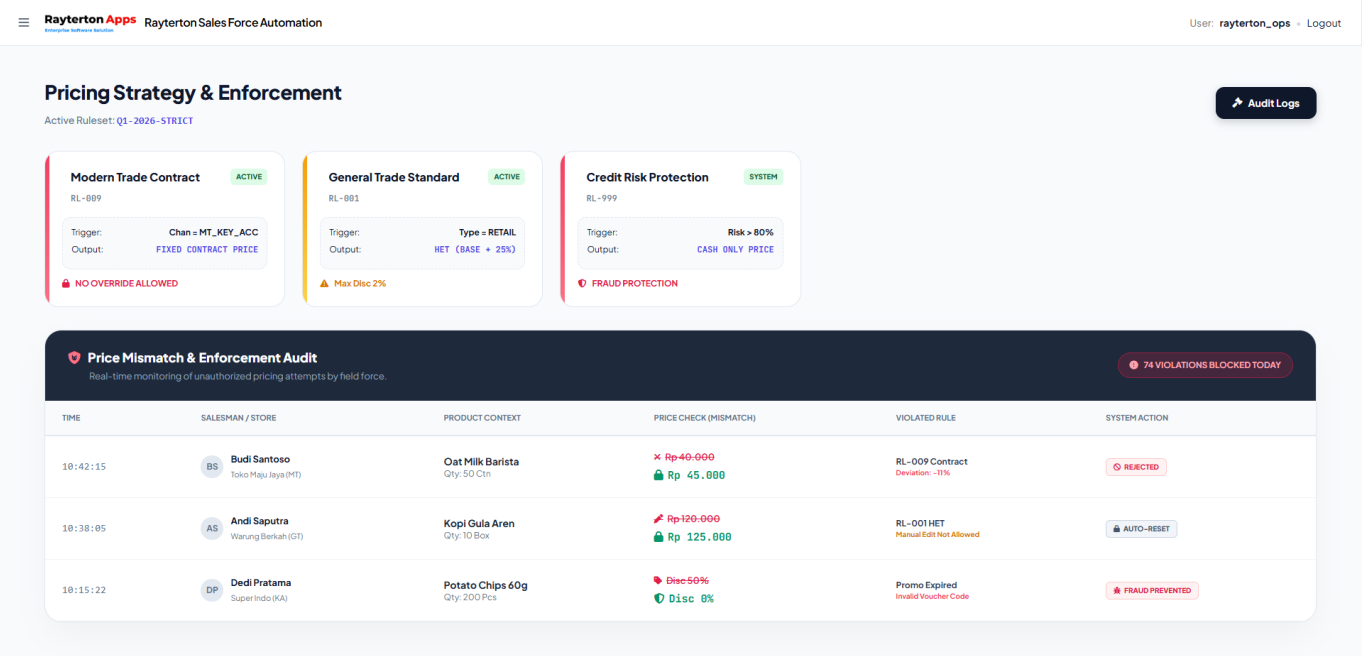




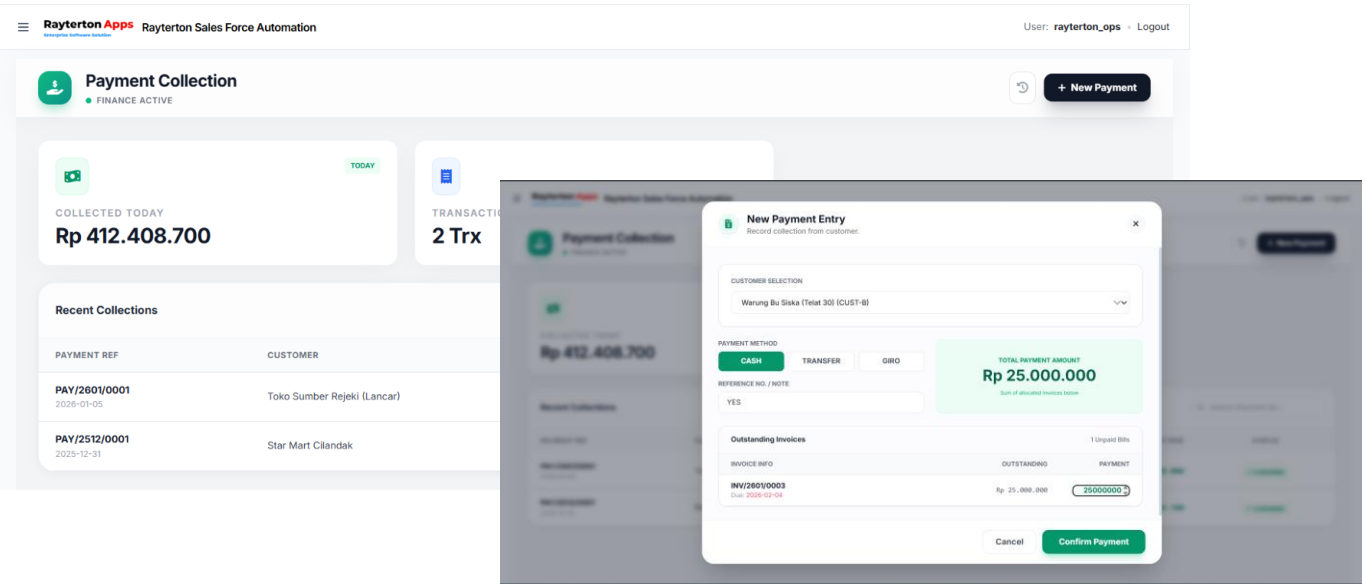


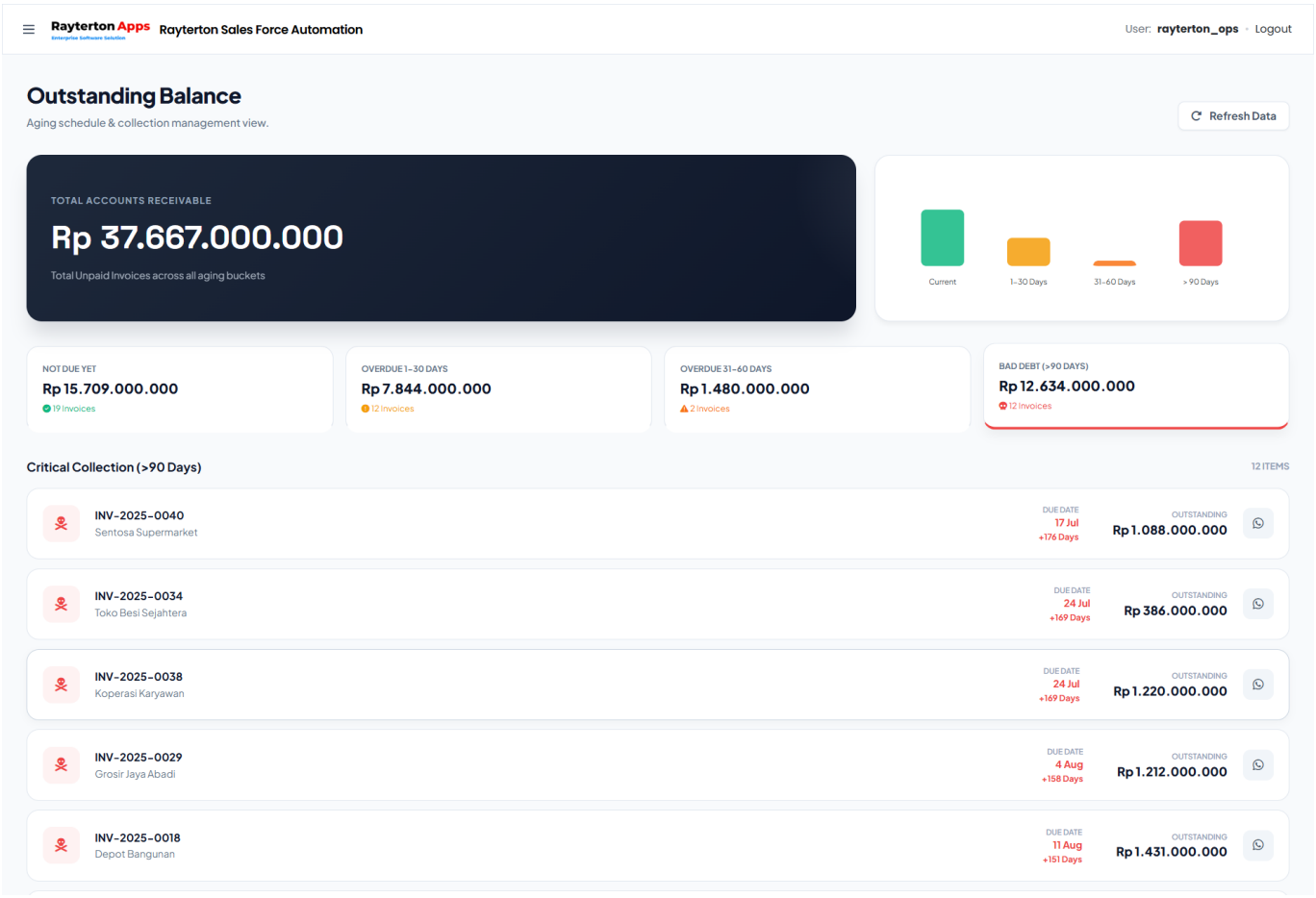
Pricing & Discount Engine Price correctly every time. Automatically assign different price lists for Retail vs. Wholesale. Prevent salesmen from giving unauthorized cheap prices to the wrong customers.



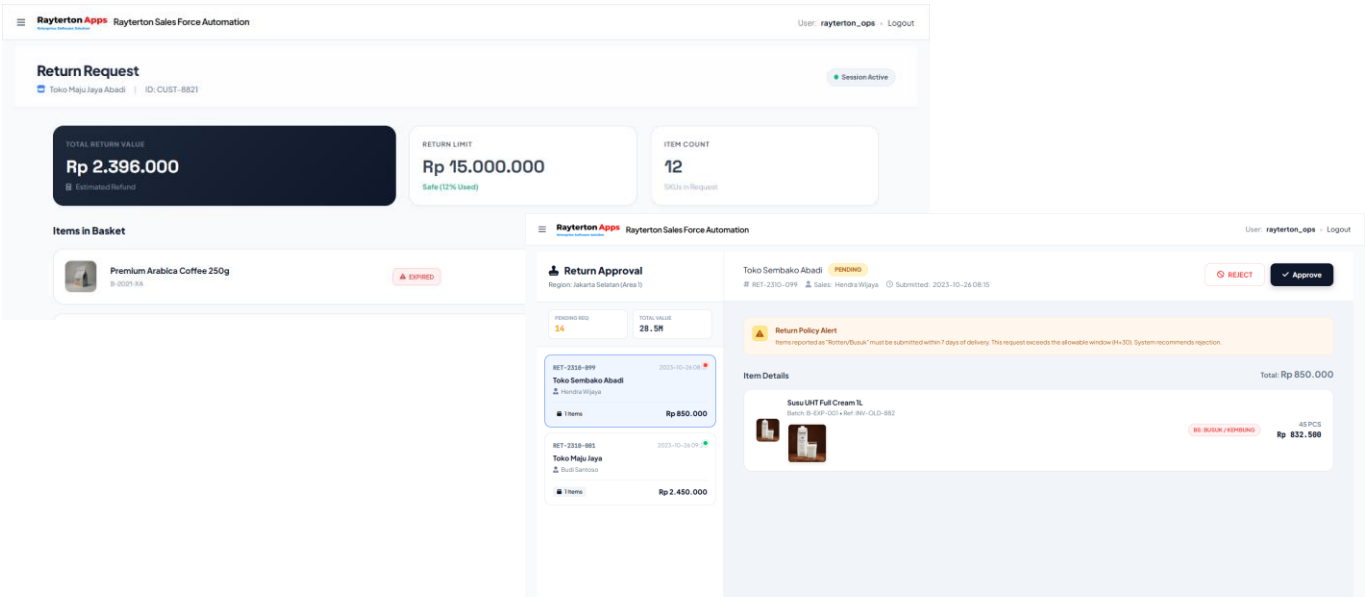


Payment Collection Salesmen record Cash/Transfer payments on the spot. Finance sees the incoming money real-time before the salesman even returns to the office.

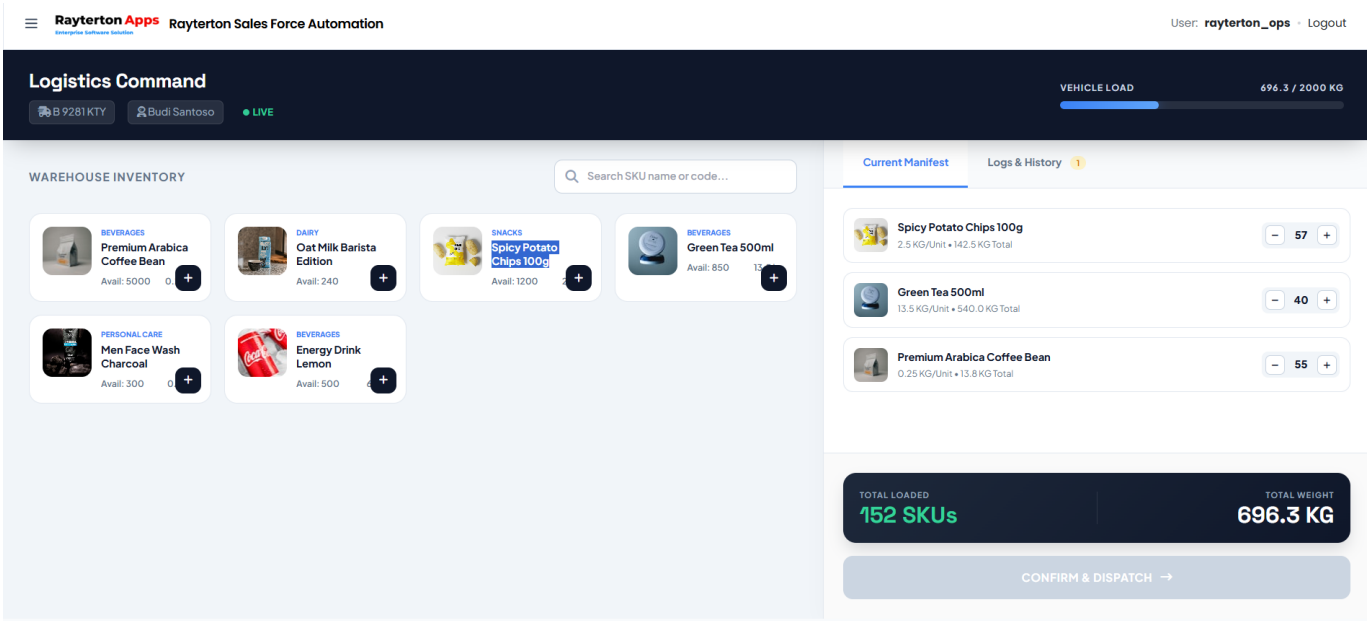


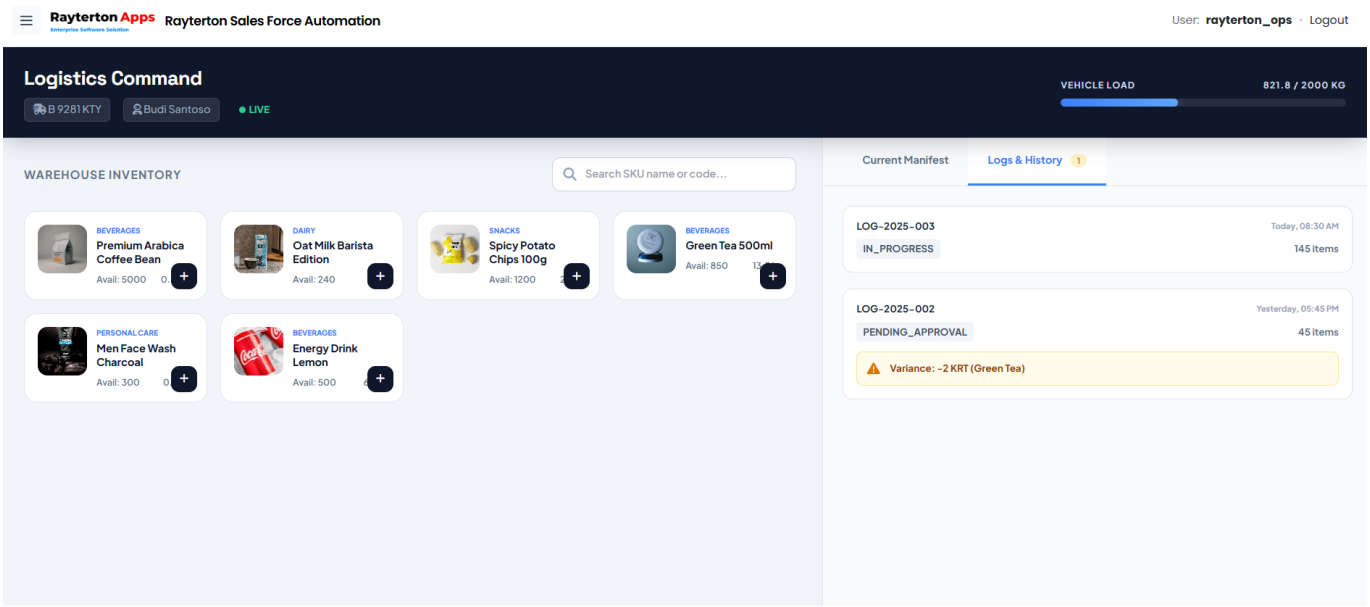


Returns & Claims Manage Bad Stock (BS) returns systematically with approval workflows. No more uncontrolled dumping of damaged goods.

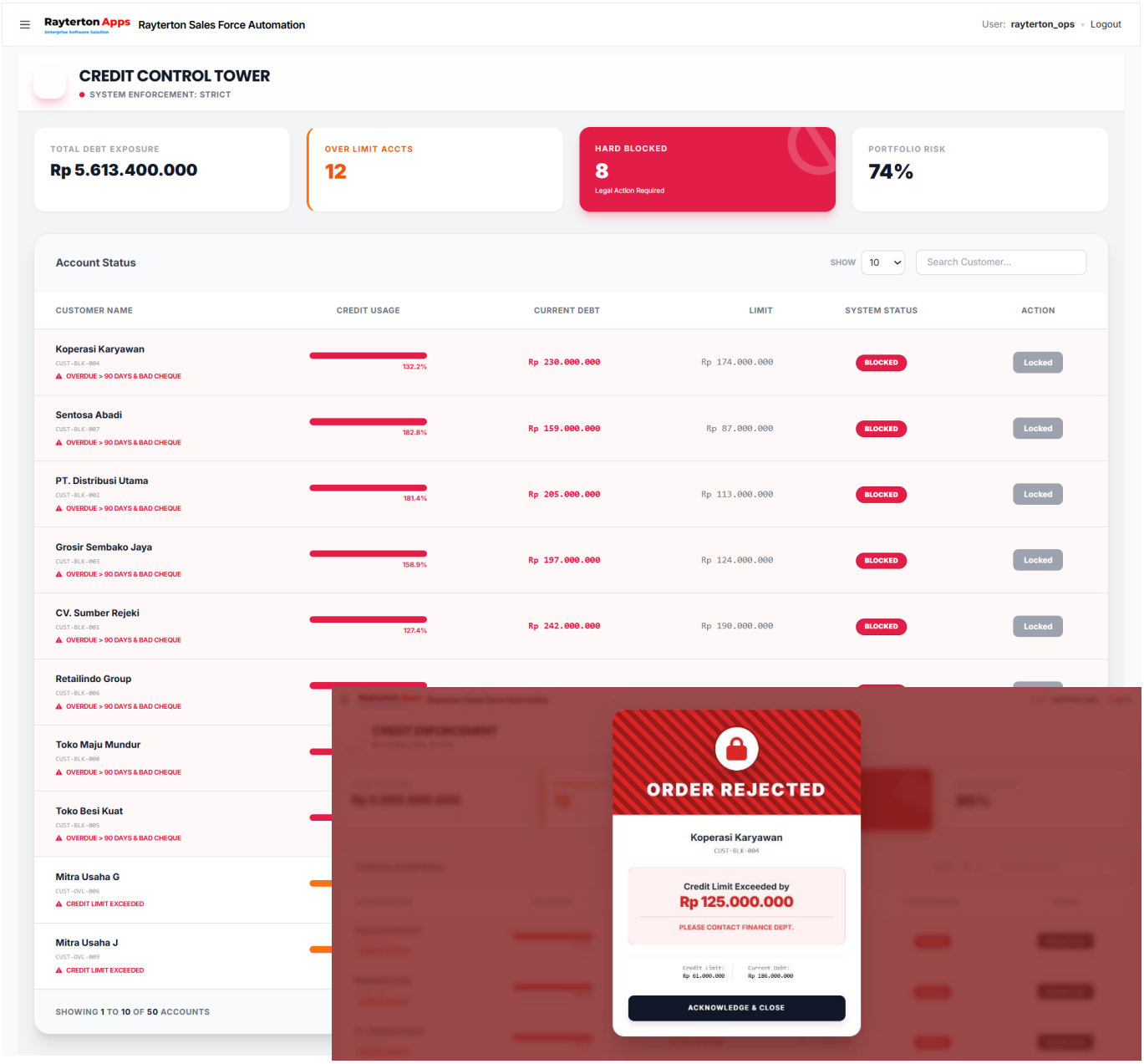


Van Sales (Canvas) Track truck inventory mutations (Load In, Sell Out, Returns) precisely. A single missing item will be detected during reconciliation.

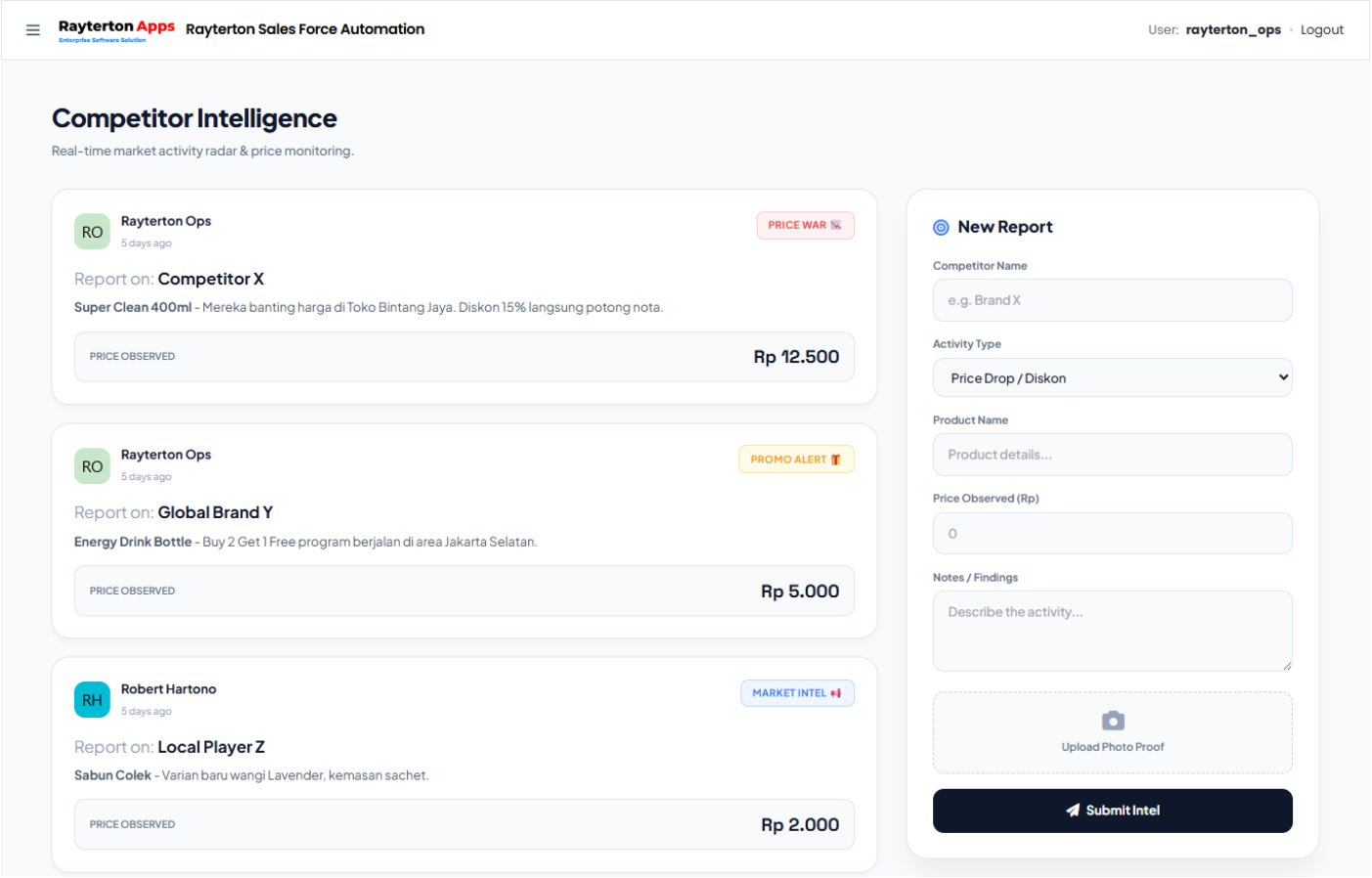




Credit Limit Control Stop bad debt at the source. If a store exceeds their credit limit or has overdue invoices, the system **BLOCKS** new orders automatically. Salesmen are forced to collect payment first.


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



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.

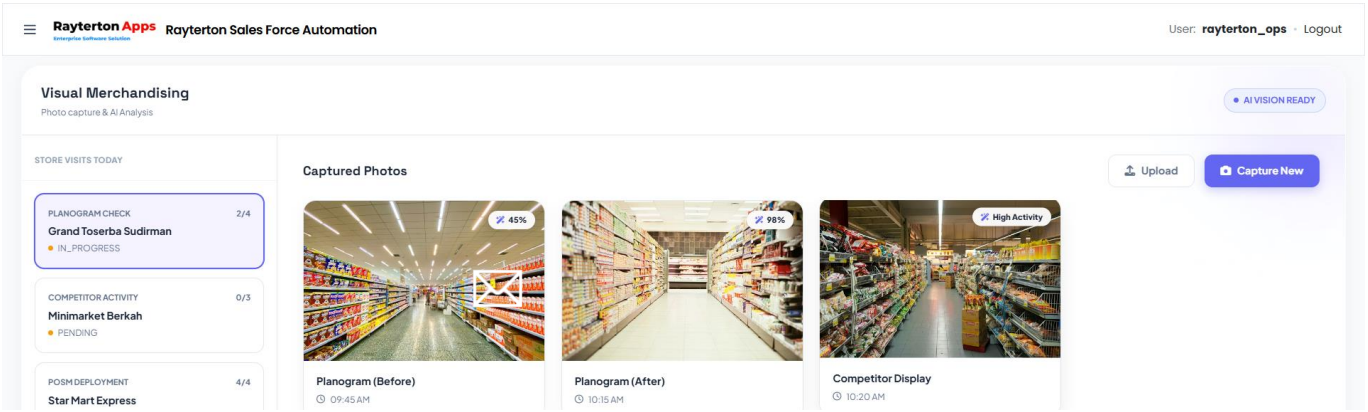
Strategic Insight & Growth.

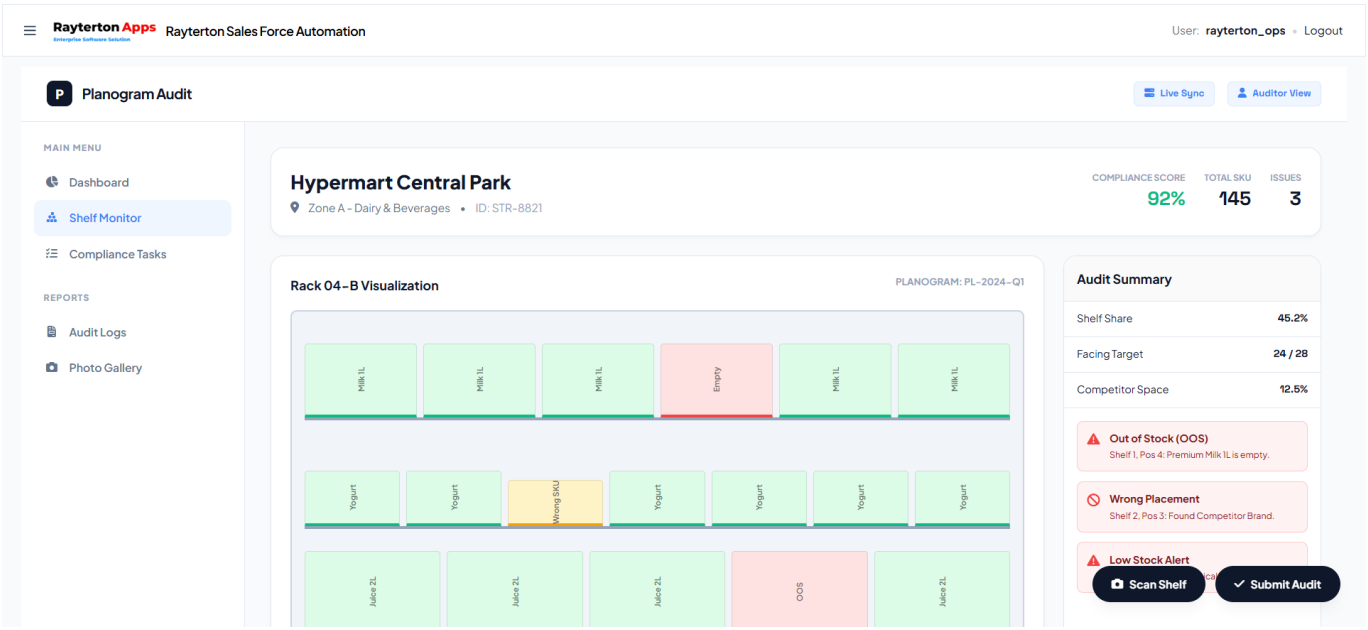
From Operational Data to Market Dominance

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.

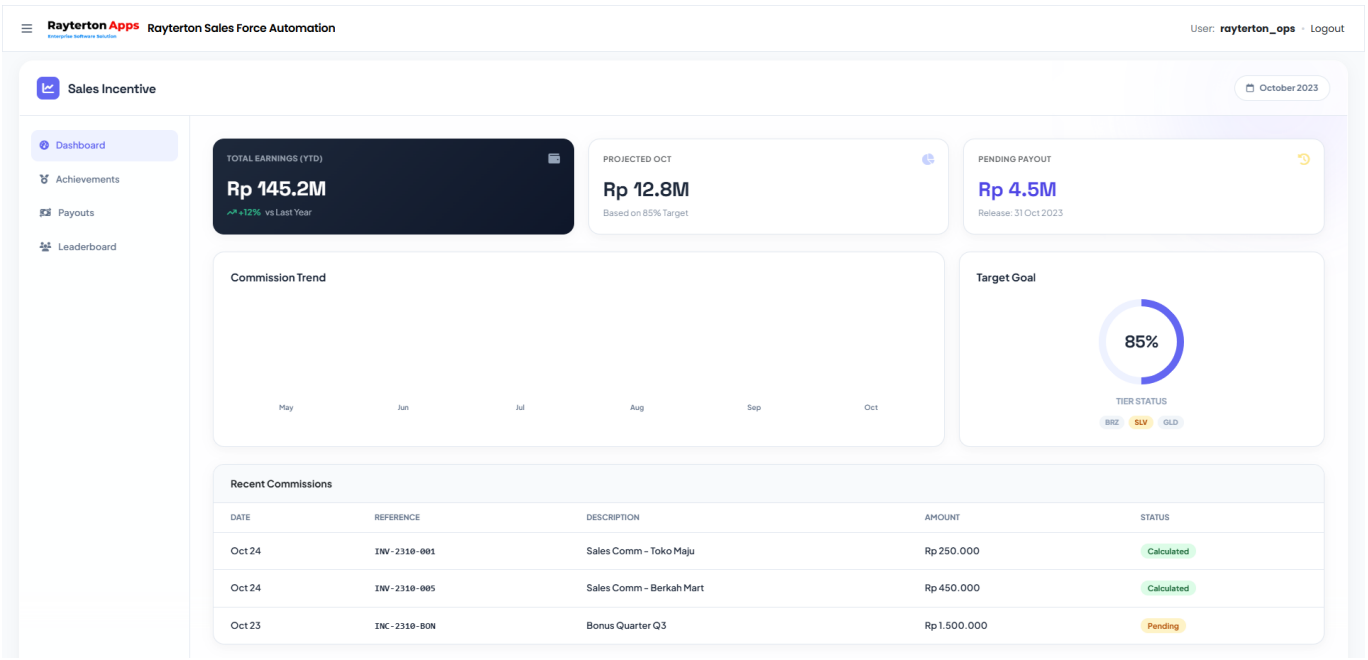
Module Breakdown: The Strategy

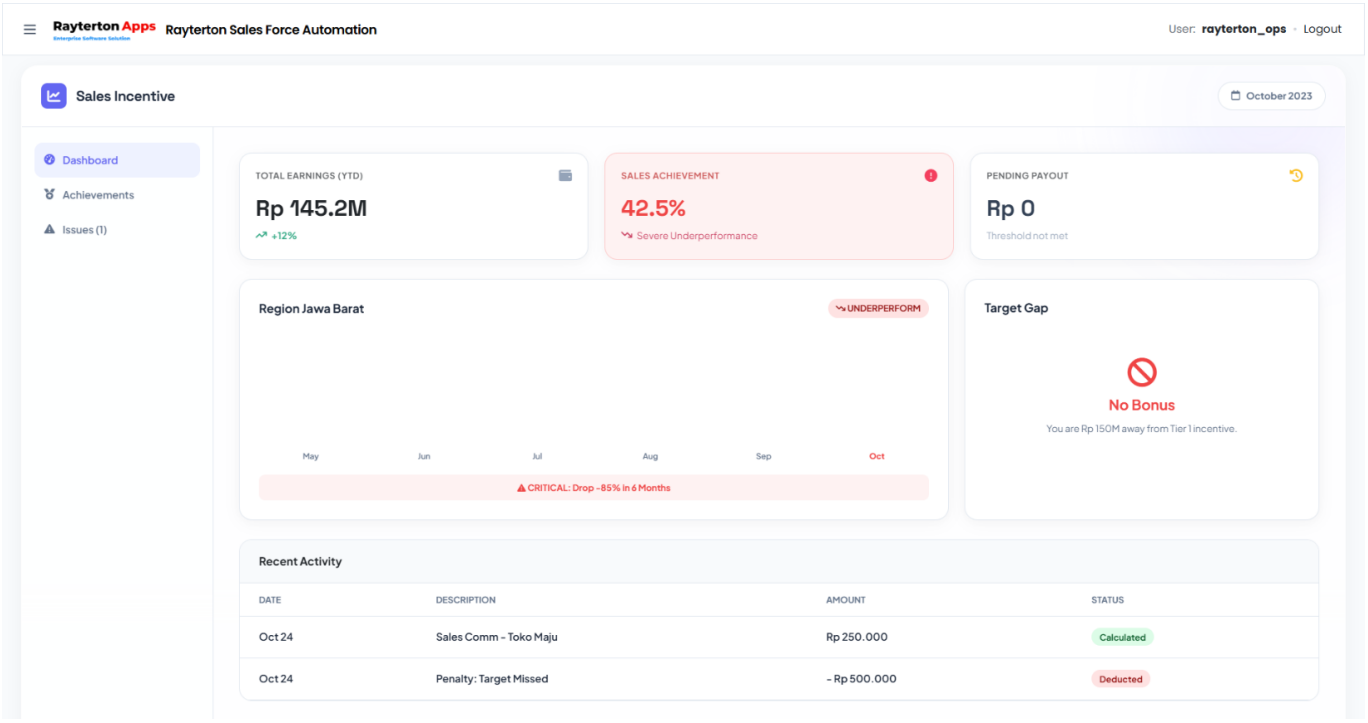
Visual Merchandising Dominate the shelf. Require salesmen to take photos of your display. The system helps you track "Share of Shelf" and ensure your brand is visible against competitors.

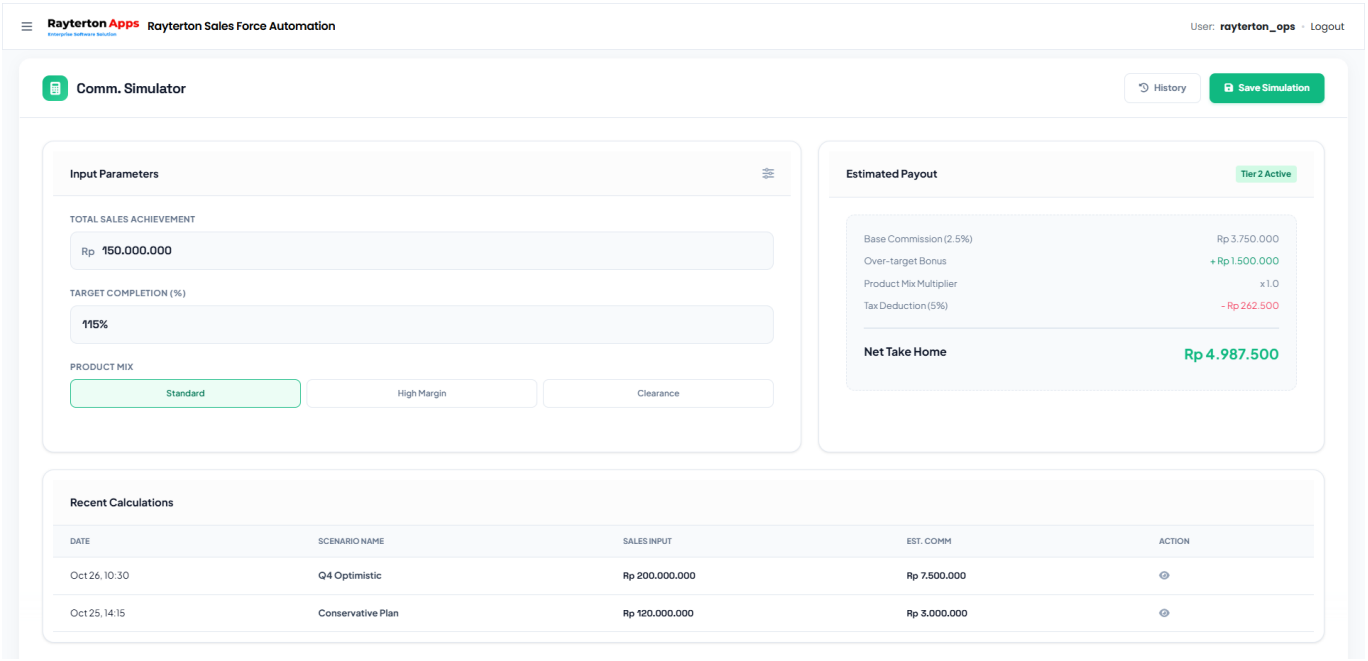




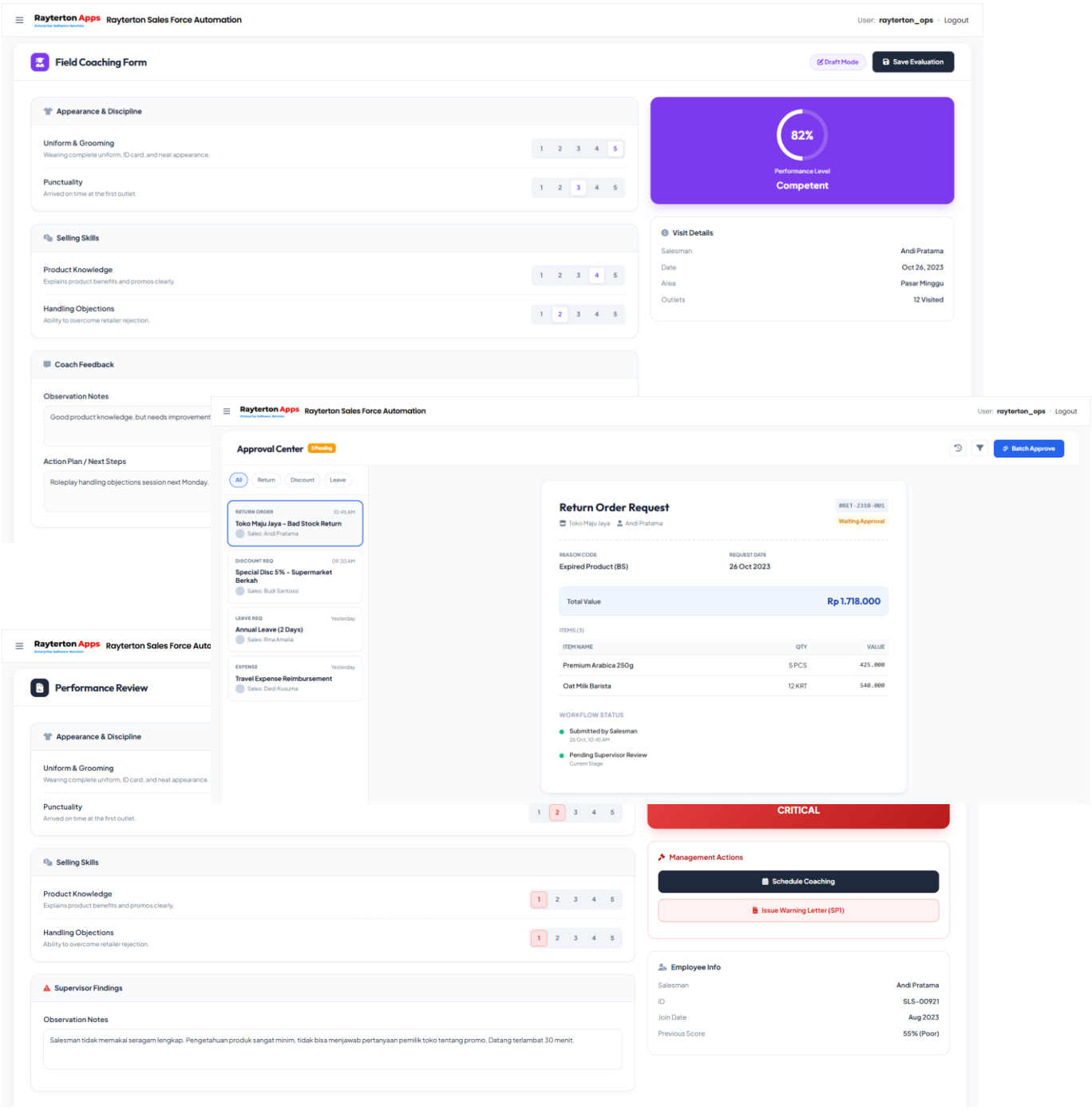
Target & Incentive Automate commission calculations based on real-time sales. Salesmen can see their potential bonus growing daily, motivating them to push harder without supervision.



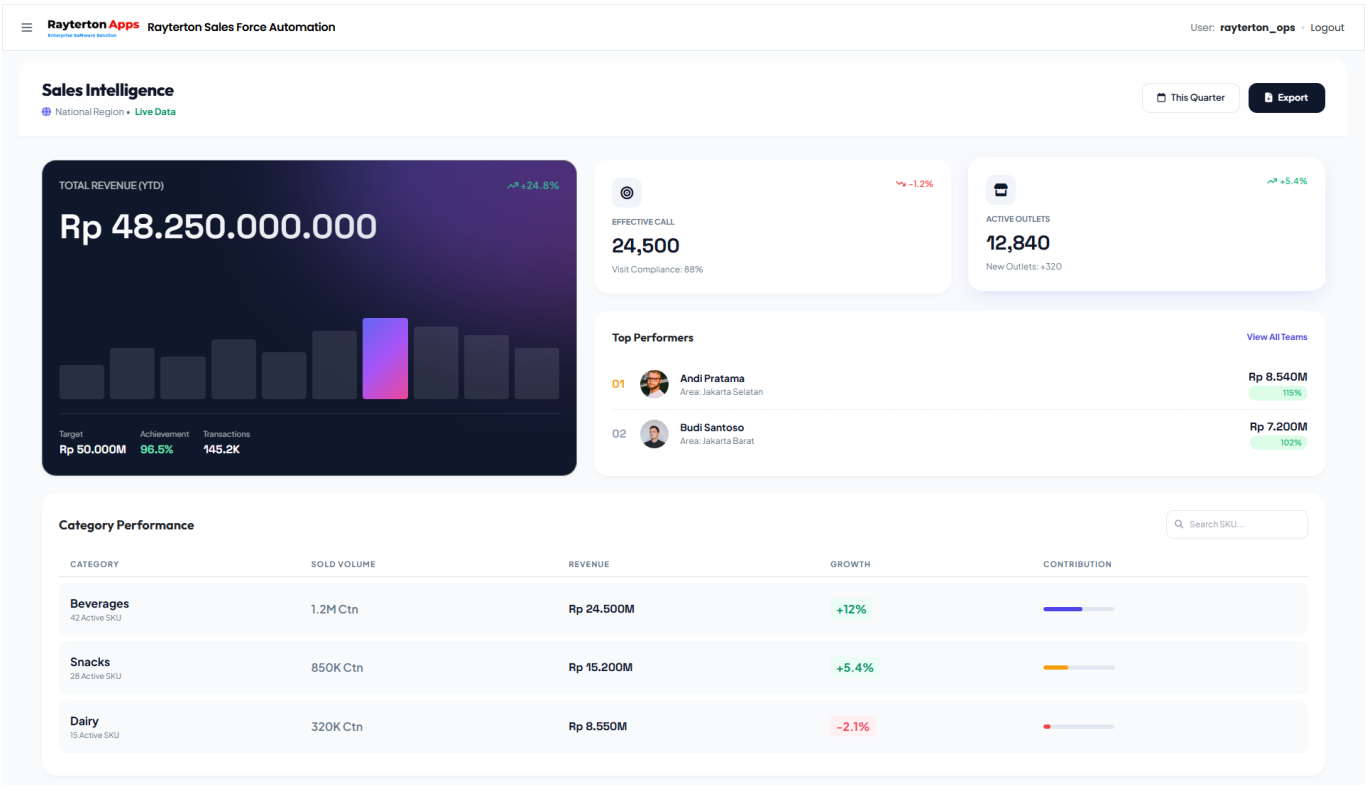

Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logout
Sales Incentive
October 2023
Dashboard
Achievements
Issues (1)
TOTAL EARNINGS (YTD)
Rp 145.2M
+12%
SALES ACHIEVEMENT
42.5%
Severe Underperformance
PENDING PAYOUT
Rp 0
Threshold not met
Region Jawa Barat
UNDERPERFORM
May
Jun
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

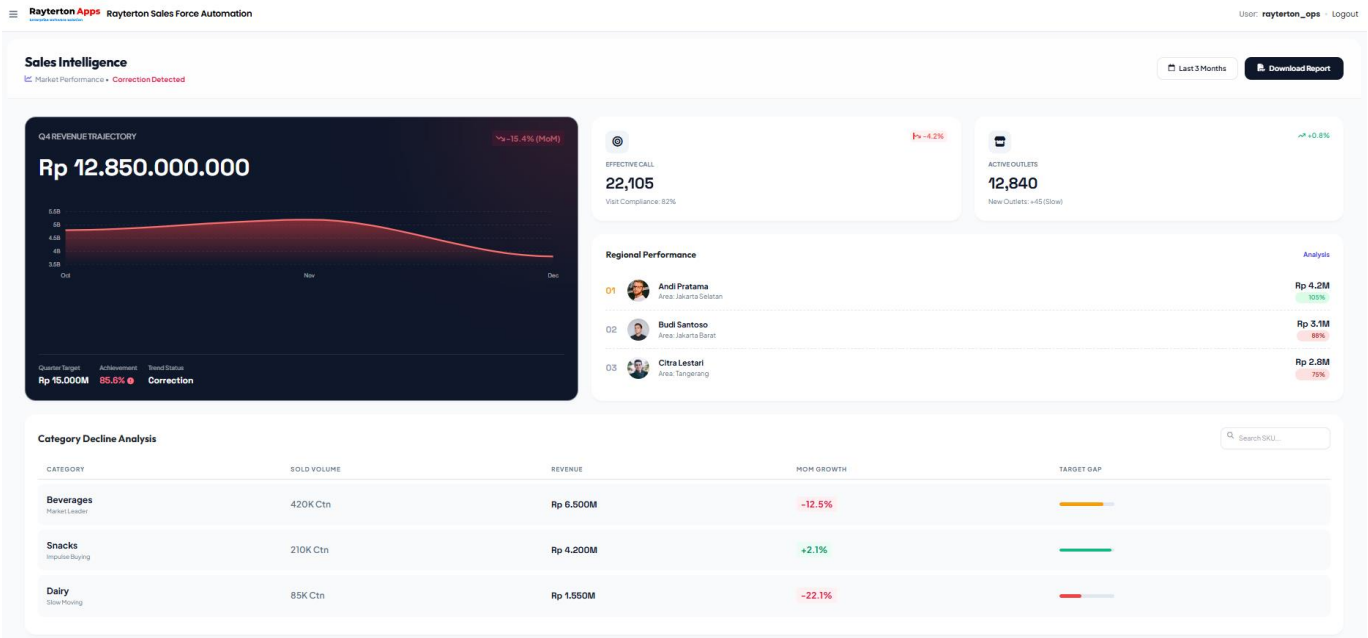

Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logout
Comm. Simulator
History
Save Simulation
Input Parameters
TOTAL SALES ACHIEVEMENT
Rp 150.000.000
TARGET COMPLETION (%)
115%
PRODUCT MIX
Standard
High Margin
Clearance
Estimated Payout
Tier 2 Active
Base Commission (2.5%)
Rp 3.750.000
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

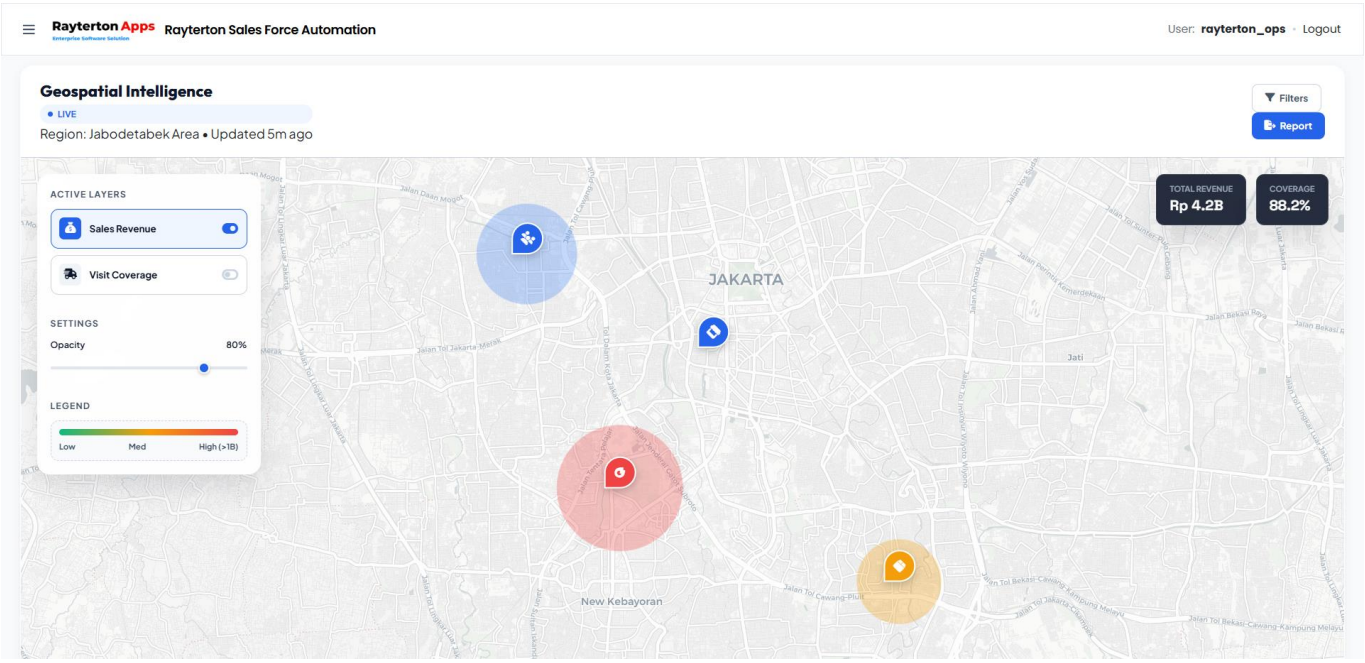
Supervisor Mode Empower the leaders. Supervisors get a special mobile tool to perform spot-checks, audit visits, and approve special discounts on the fly directly from the field.

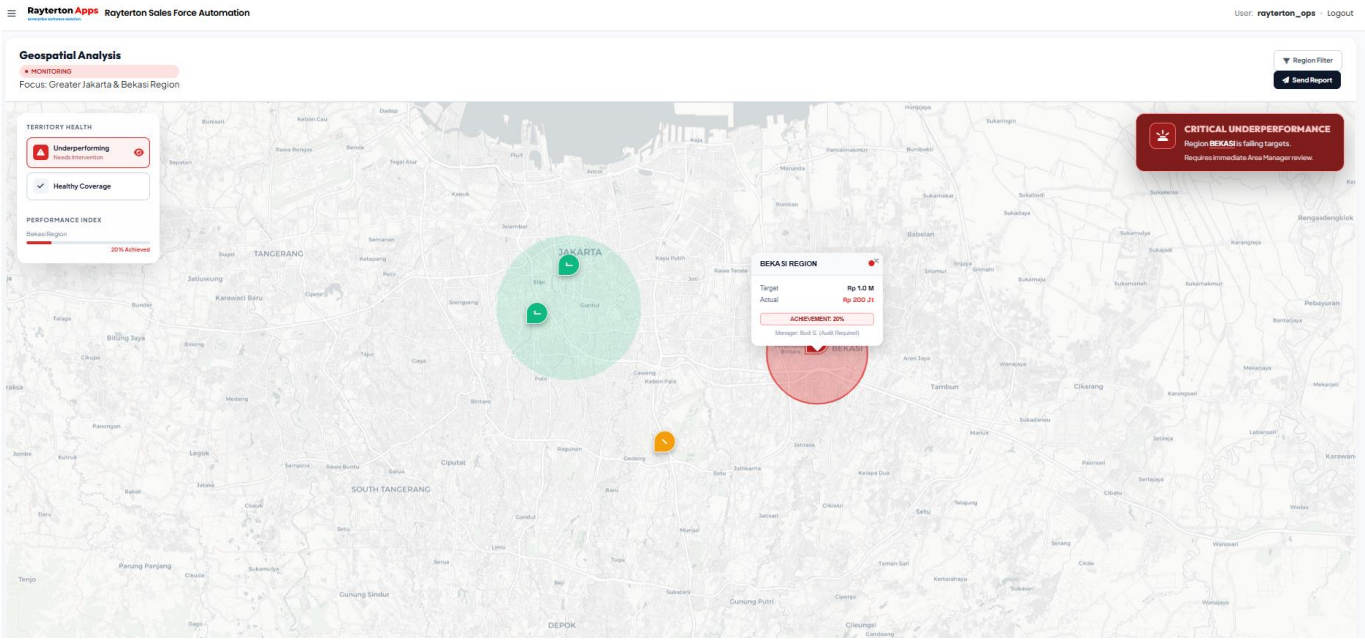


Reporting & Analytics We provide deep pivot reports, trend analysis, and heatmaps. Know exactly which SKU is dying and which territory is booming.

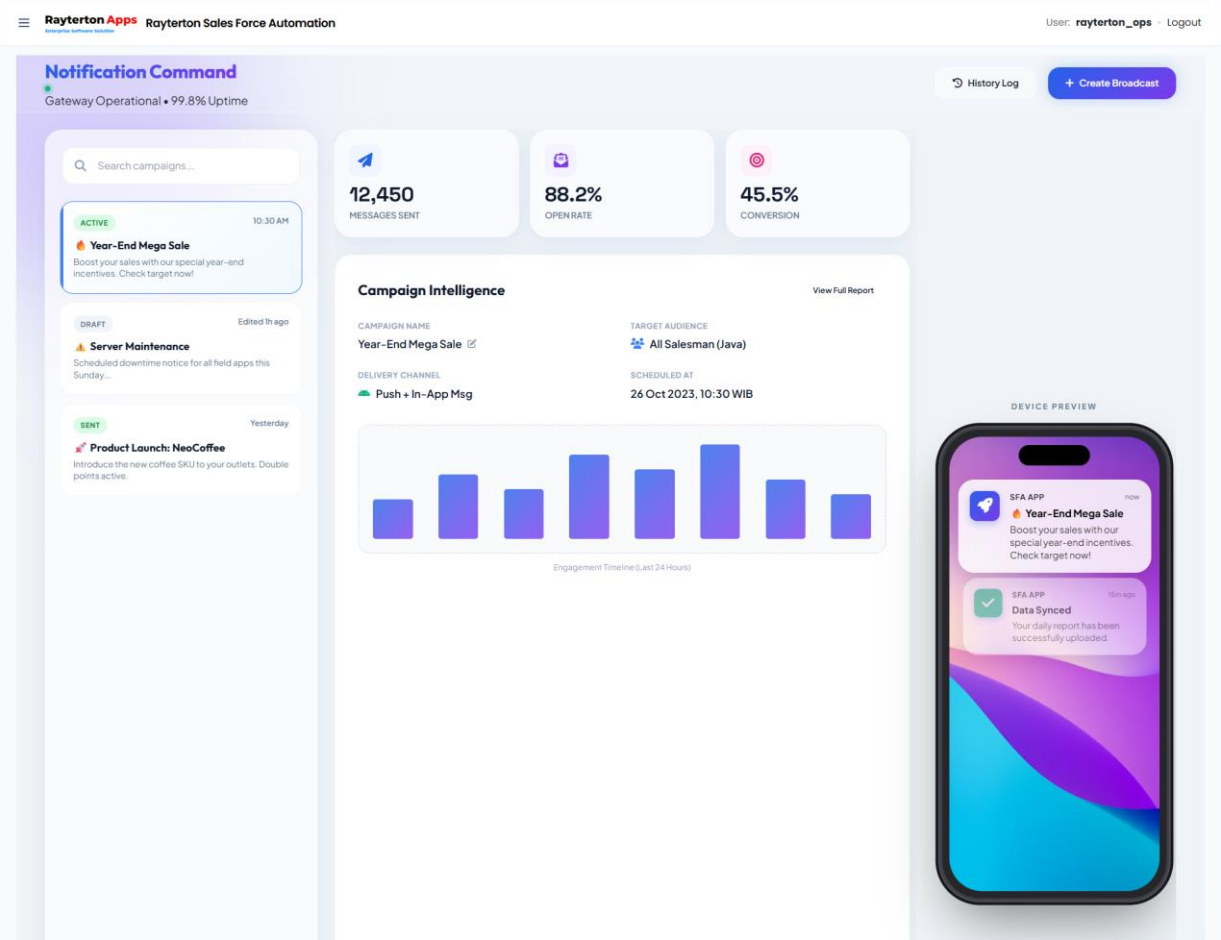


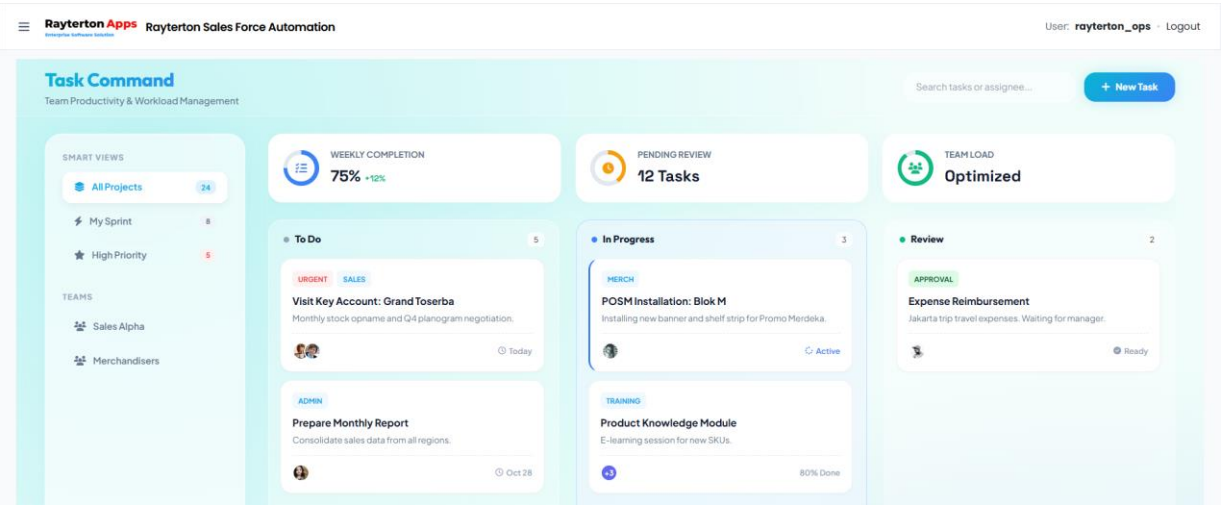



Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logout
Geospatial Intelligence
LIVE
Region: Jabodetabek Area • Updated 5m ago
Filters
Report
ACTIVE LAYERS
Sales Revenue
Visit Coverage
SETTINGS
Opacity
80%
LEGEND
Low
Med
High (>1B)
TOTAL REVENUE
Rp 4.2B
COVERAGE
88.2%
JAKARTA
Jati
New Kebayoran

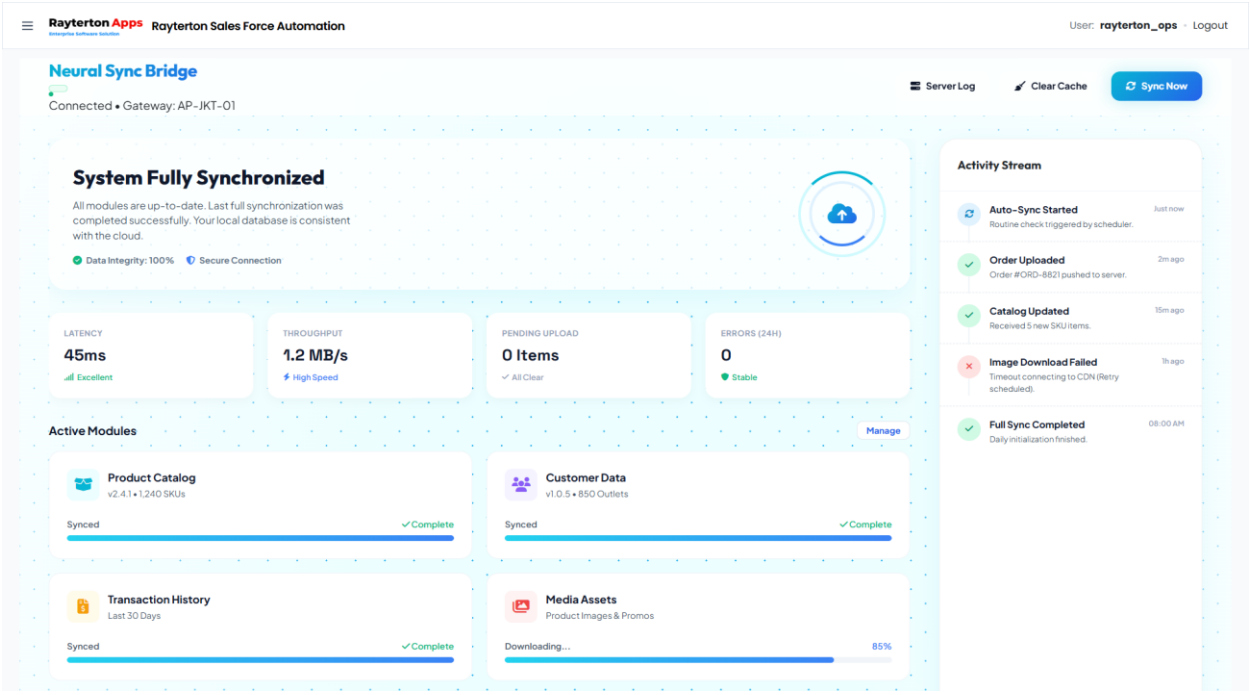

Rayterton Apps
Rayterton Sales Force Automation
User: rayterton_ops · Logout
Geospatial Analysis
MONITORING
Focus: Greater Jakarta & Bekasi Region
Region Filter
Send Report
TERRITORY HEALTH
Underperforming
Needs Intervention
Healthy Coverage
PERFORMANCE INDEX
Bekasi Region
20% Achieved
CRITICAL UNDERPERFORMANCE
Region BEKASI is falling targets.
Requires immediate Area Manager review.
BEKASI REGION
Target
Rp 1.0 M
Actual
Rp 200 Jt
ACHIEVEMENT: 20%
Manager: Budi S. (Audit Required)
JAKARTA
TANGERANG
BEKASI
SOUTH TANGERANG
DEPOK

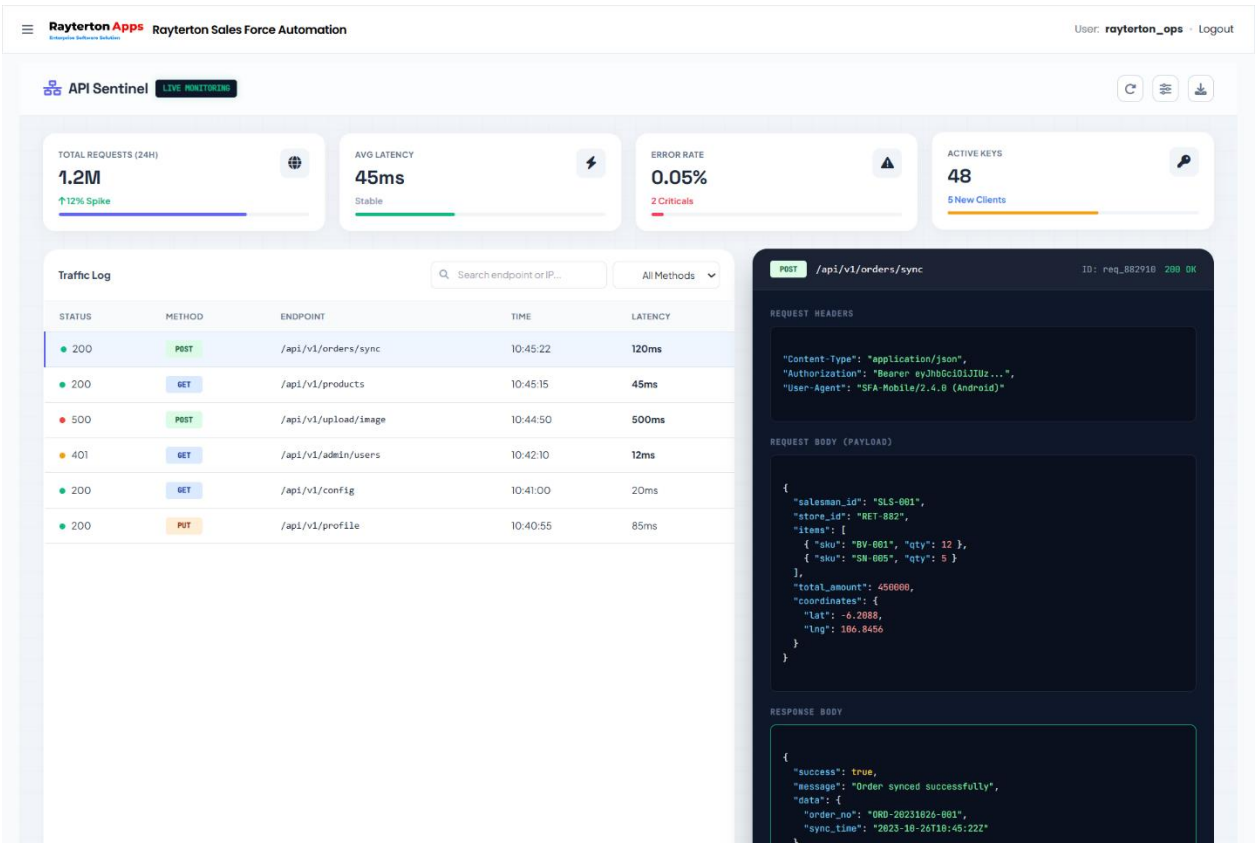
Notification & Tasks Head Office can blast urgent messages or assign specific tasks (e.g., "Check expiry dates") to all salesmen instantly.



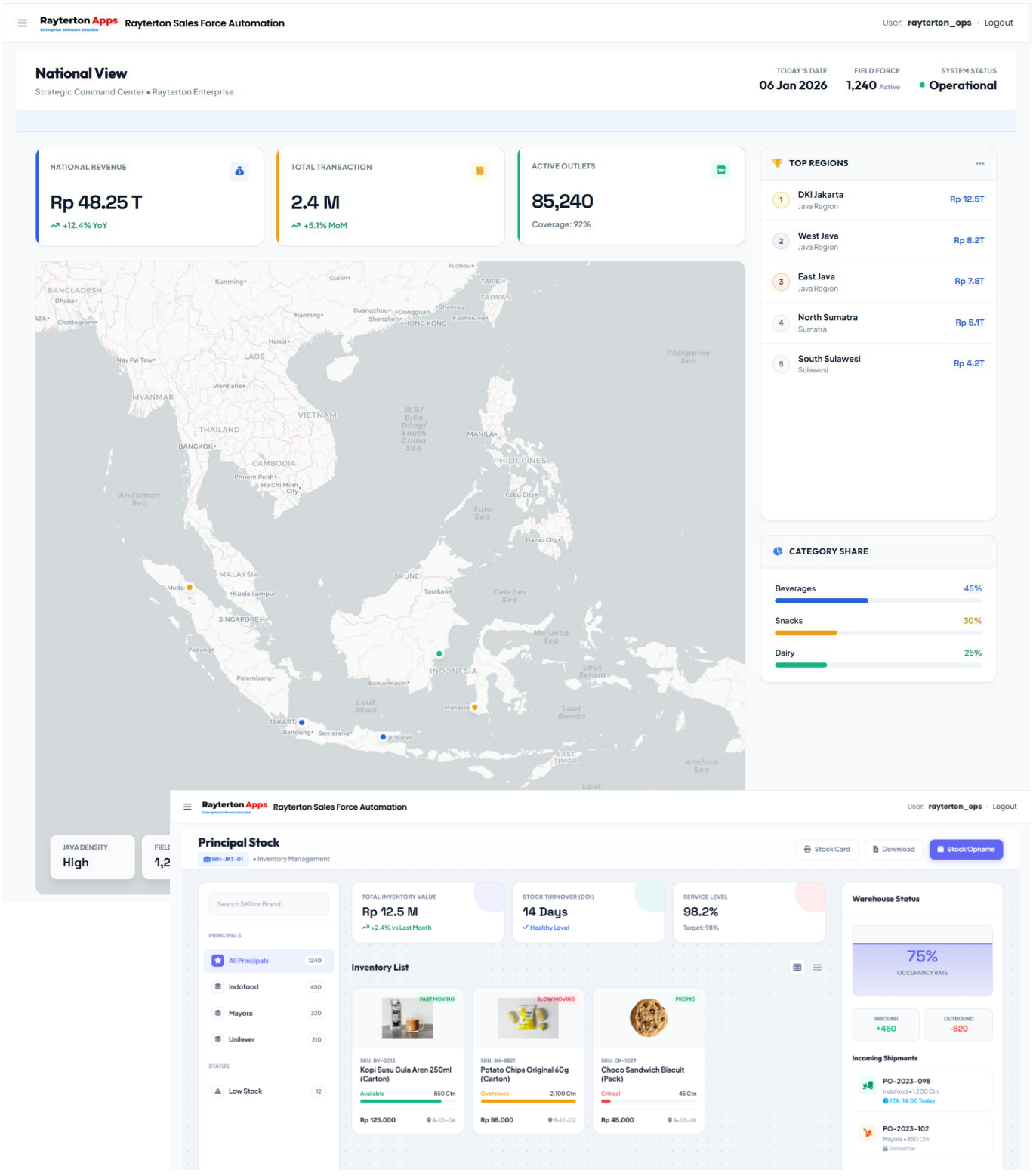


Integration & API Integrate the system with your other existing surrounding applications as needed. Sync customer data, product catalog, transaction, sales, to/from SFA.

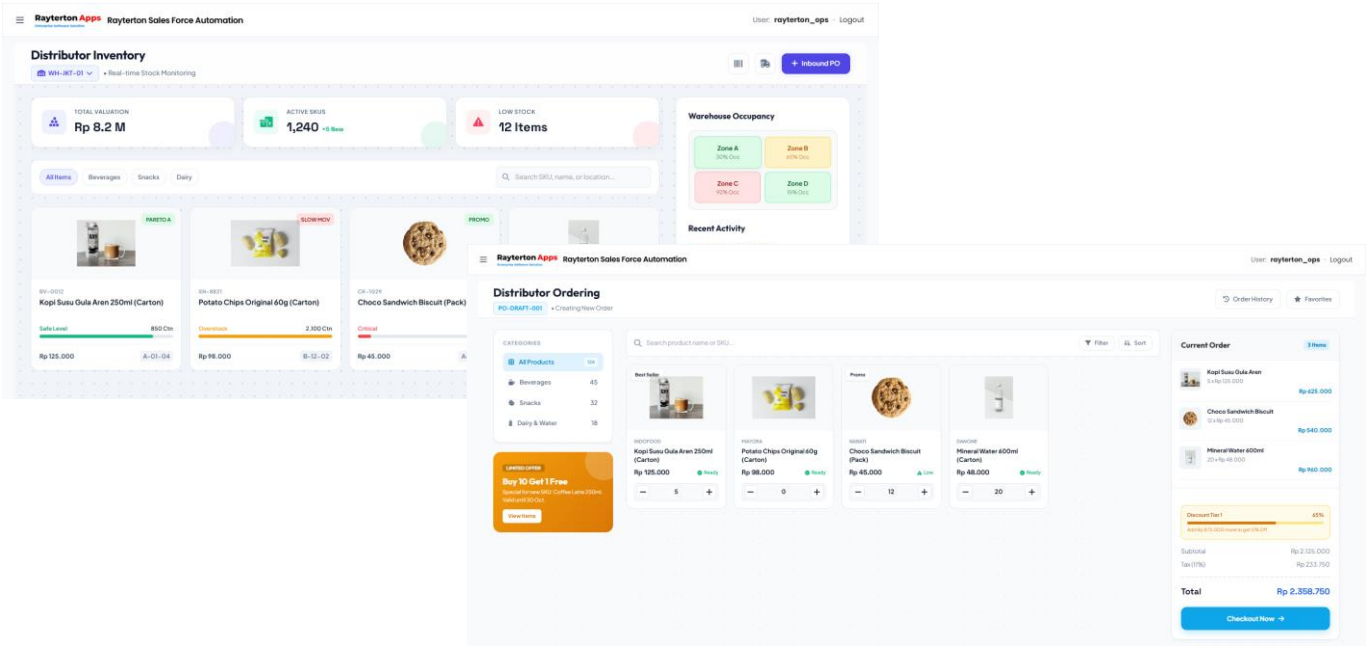




Principal Portal Win your Principal's trust. Give suppliers a dedicated login to see *their* specific product performance. Transparency builds trust and secures better support/margins.



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 :

+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