

# Sales Force Automation and Operations platform

RuutIQ streamlines orders, deliveries, and demand planning, boosting efficiency and insights for food and beverage distribution. It connects to ERP, CRM, and inventory systems via APIs.



## At a Glance



### Sales Force Automation

Orders, pricing, promotions and credit checks in real time.



### Driver Journey Management

Smart delivery routing with live tracking and customer updates.



### SKU & Merchandising Visibility

Accurate stock levels, display compliance and outlet standards.



### Demand Planning

AI-powered inventory optimization, production and stockout reduction.



### The mobile app

Supports sales, order processing and drivers.



### The centralized hub

Supports supervisors and managers.

## Features

- Quick access to customer profiles and preferences.
- Visibility into stock data.
- E-commerce transactions for future orders and credit validation.

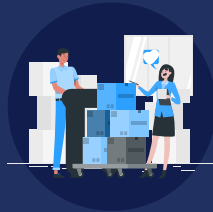
- Real-time sales tracking and visit monitoring.
- Predictive analytics for sales efficiency, trends against KPIs and forecasts.
- AI-driven insights deliver sales.

## Benefits to Distribution Businesses



### Optimizes Routing and Ordering

Automates workflows for sales, journey planning, and order management



### Controls Logistics and Execution.

Integrates enterprise data to coordinate sales, inventory and demand planning



### Delivers Performance Visibility

AI-driven insights into sales trends, efficiency and customer engagement.

## Case Study

### GCC-based water beverage company optimizes sales and customer operations using the RuutIQ platform



This leading GCC-based water beverage company transformed its sales operations by deploying Ruut-IQ. The system aided them to connect data and optimize workflows across the presales, sales, journey planning and customer experience.

**50%**

Productivity Boost

**30%**

Faster Time to Market

## Features

### Sales Force Automation

- Instant Messaging and Alerts
- Easy Access to Customer Profiles
- Automated Validations
- Sales Rep Tracking
- Real-time Inventory Tracking and Low-stock Alerts
- Performance Monitoring
- Multi-language Support

### Demand Planning and Insights

- Orders, Deliveries and Collections
- Filter on KPIs and Users
- SKU Tracking and Merchandising
- KPI and Performance Tracking
- Real-time and Customizable Insights
- Security Controls

### Driver Journey Planning and Management

- Load Request Planning
- Route Optimization and Task Tracking
- Daily Route Validations
- Secure Payments
- E-Commerce Features
- Expense Tracking and Reporting
- Multi-language Support

### Enterprise Considerations

- Scalable, Global Platform
- Cloud-Based
- API Connectivity