EMERGYS

REIMAGINE DEALER OPERATIONS WITH AI-DRIVEN DMS

Smart. Connected. AI-Driven.

NEXT-GENERATION DEALER MANAGEMENT SYSTEM FOR MANUFACTURERS, DEALERS & RETAILERS

Manufacturing companies face a unique challenge: they must orchestrate a complex, multi-tier channel - manufacturers, regional distributors, dealers, & retailers - while keeping every stakeholder aligned on inventory, orders, pricing, & compliance. Traditional systems were not built for this reality.

Spreadsheets, emails, and disconnected ERP modules leave dealers underserved, orders delayed, and leadership flying blind.

Emergys DMS is a next-generation Dealer Management System purpose-built for manufacturers. It unifies dealer onboarding, order management, retailer engagement, approvals, and SAP integration into a single intelligent platform - accessible across Web, Mobile, and Conversational AI interfaces.

INDUSTRY CHALLENGES WE SOLVE

Manufacturers operating through dealer networks consistently face a cluster of operational bottlenecks that erode margins and damage channel relationships:

Slow Onboarding & KYC Cycles

New dealer applications take weeks due to manual document collection, verification backlogs, and multi-level approval chains.

Order Placement through Emails and Calls

Without a structured order portal, dealers resort to the informal channels - creating errors, duplication, and lost visibility for the manufacturer.

No Real-time Order or Inventory Visibility

Sales leadership cannot track pending orders, approvals in queue, or dispatch status without pulling reports from multiple systems.

Territory Conflicts and Dealer Overlap

As networks expand, overlapping territories create channel conflict that is difficult to detect and resolve without intelligent mapping tools.

ERP Disconnects and Delayed Billing

Manual data entry between dealer systems and SAP/ERP creates reconciliation gaps, approval delays, and billing errors.

Limited Secondary Sales Intelligence

Manufacturer visibility typically stops at primary sales to the dealer - leaving retailer sell-through data and market demand signals invisible.

PLATFORM ARCHITECTURE

The Emergys DMS is structured as a layered, integrated ecosystem connecting every stakeholder in the dealer channel - from the manufacturer's head office to the retailer's counter.

Feature	Capability
Web Portal	Full-featured browser interface for manufacturers, regional managers, and dealers - covering onboarding, order management, approvals, pricing, and analytics.
Mobile App	iOS and Android application for dealers and field sales teams - enabling order placement, status tracking, retailer onboarding, & push notifications on the go.
NOVA Smart Assist	Conversational AI assistant embedded across the platform - enabling voice and text-based order creation, status queries, and guided workflows without navigating screens.
AI Engine	Intelligent automation layer powering document extraction, risk scoring, mismatch detection, approval summarization, and dealer intelligence.
Analytics Layer	Real-time dashboards and forecasting tools for manufacturers to track dealer performance, order pipelines, territory health, and retailer engagement.
SAP / ERP Integration	Bi-directional synchronisation with SAP Sales Orders, Outbound Deliveries, pricing masters, and credit limits - eliminating manual data re-entry.

CORE DMS CAPABILITIES

Feature	Capability
Dealer Onboarding & KYC	Digital onboarding with guided document collection (GST, PAN, Udyam Aadhaar, trade licence), automated verification, and configurable multi-level approval workflows.
Document Management	Centralised document repository with version control, expiry tracking, and AI-assisted extraction and validation.
Order Booking & Tracking	Structured order placement for dealers across product lines, with real-time status tracking from order creation through SAP confirmation and dispatch.
Retailer Management	End-to-end retailer onboarding, secondary order management, and sell-through visibility - giving manufacturers insight beyond the primary sales layer.
Pricing & Commercial Management	E-pricing engine supporting dealer-specific schemes, promotional pricing, credit note management, and price list distribution.
Credit Limit & Commercial Approvals	Configurable credit limit management with escalation workflows, exception handling, and full audit trail for compliance.
Appointment & Self-Service Portal	Dealers can book service appointments, raise complaints, access knowledge base, and manage their own profile - reducing support overhead.
Forecasting & Advanced Reporting	Demand forecasting, order trend analysis, territory performance reports, and management dashboards - all configurable for different user roles.

AI-POWERED INNOVATIONS

Artificial intelligence is embedded throughout the platform - not as an add-on, but as the operational backbone that reduces manual effort, accelerates decisions, and surfaces intelligence that would otherwise remain buried in data.

Document Classification and Auto-Extraction

When a dealer uploads onboarding documents - PAN cards, GST certificates, trade licences, bank statements - the AI engine automatically classifies each document, extracts key fields, and populates the application form. Mismatches between extracted data and submitted information are flagged instantly, replacing days of manual verification with a process that completes in minutes.

AI Approval Summary

For approvers reviewing dealer applications or credit requests, the AI generates a structured summary of the application - highlighting key financials, risk indicators, missing documents, and recommended action. Approvers spend time on judgement, not document navigation.

Dealer Risk and Suitability Scoring

Each dealer applicant receives a risk & suitability score based on financial health, document completeness, business profile, and territory demand data. This gives the manufacturer's channel team an objective, consistent basis for onboarding decisions - replacing gut-feel with data-driven assessment.

Territory Conflict Detection and Resolution

As dealer networks expand, the AI continuously monitors territory assignments against geographic and business parameters, detecting overlaps before they generate channel conflict. Proposed resolutions are surfaced to regional managers for review.

AI-Driven Dealer Intelligence Dashboard

Beyond transactional data, the platform generates dealer intelligence - performance trends, order frequency patterns, credit utilisation, and engagement signals - enabling sales leadership to proactively manage channel health rather than react to issues.

NOVA SMART ASSIST – CONVERSATIONAL AI FOR DEALER OPERATIONS

NOVA is the conversational AI assistant embedded within the Emergys DMS. Dealers and field sales teams can interact with NOVA through natural language - placing orders, checking stock availability, querying order status, or initiating onboarding steps - without navigating menus or screens.

NOVA understands context, guides users through multi-step workflows, and escalates to human approvers when required. For manufacturers with large dealer bases and varying levels of digital fluency, NOVA significantly lowers the adoption barrier and accelerates platform utilisation.

BUILT FOR MANUFACTURING NOT JUST ADAPTED FOR IT

Many DMS products in the market are adapted from automotive or FMCG platforms, resulting in significant configuration overhead when applied to industrial manufacturing contexts. Emergys DMS is designed ground-up for manufacturers with multi-tier dealer-retailer networks, ERP dependencies, and complex commercial structures.

- **Dealer + Retailer Ecosystem Support**

  Most platforms stop at the dealer layer. Emergys DMS tracks secondary sales, retailer onboarding, and sell-through data - giving manufacturers true channel visibility.

- **SAP Sales Order & OBD Integration**

  Native integration with SAP SO and Outbound Delivery processes ensures that DMS order data flows directly into ERP without manual intervention or middleware complexity.

- **Manufacturing-Specific KYC & Compliance**

  Pre-built support for GST certificate validation, Udyam Aadhaar verification, and trade licence management - covering Indian regulatory requirements out of the box.

- **Web + Mobile + Conversational in One Platform**

  A single platform across three access modes ensures that every user - whether a corporate approver, regional sales manager, or field dealer - has the right interface for their context.

- **Manufacturing-First Design Philosophy**

  Workflows, terminology, approval structures, and reporting are calibrated for how manufacturers and their dealer networks actually operate - not retrofitted from another sector.

BUSINESS BENEFITS

Faster Onboarding

Reduce dealer and retailer onboarding cycles from weeks to days through AI-assisted document verification & automated approval workflows.

Full Channel visibility

Real-time dashboards covering order the pipeline, dealer performance, territory health, and retailer sell-through - from head office to last mile.

Reduced Manual Effort

AI-driven document extraction, auto-form population, and ERP synchronisation eliminate repetitive data entry across the dealer lifecycle.

Better Governance

Configurable approval workflows, credit limit controls, audit trails, and compliance checks ensure every decision is documented and auditable.

WHY EMERGYS

Emergys brings a rare combination of deep manufacturing domain expertise, enterprise integration experience, and proven AI/GenAI capabilities - applied to the specific challenges of dealer channel management.

Manufacturing Domain Expertise

Decades of combined experience implementing digital solutions for pump manufacturers, industrial OEMs, and capital equipment companies across Indian and global markets.

ERP Integration Experience

Proven integration capability with SAP, including Sales Order management, OBD workflows, pricing masters, and credit management modules.

AI and GenAI Capabilities

Active development and deployment of AI solutions - including document intelligence, conversational AI, risk scoring, and predictive analytics - across manufacturing and financial services clients.

Low-Code and Enterprise Development

Hybrid development capability combining enterprise-grade architecture with low-code acceleration for faster time to value and lower total cost of ownership.

Proven Dealer Ecosystem Implementations

Reference implementations across manufacturing clients demonstrate real-world outcomes - not just product capability.

DEPLOYMENT AND IMPLEMENTATION

The Emergys DMS can be deployed on a public cloud, private cloud, or on-premises environment, based on the organization's infrastructure preferences and data residency requirements. Using Low-Code/No-Code (LCNC) platforms such as Mendix, the standard implementation timeline typically ranges from 4 to 5 months, depending on the project scope and complexity.

The implementation approach includes a structured onboarding program covering configuration, integration, user training, testing, go-live support, and hypercare. Alternatively, the solution can also be developed using high-code technologies such as Node.js, Java, or .NET for organizations requiring extensive customization, complex business logic, or adherence to specific enterprise architecture standards. Implementation timelines for high-code development may vary depending on the scope, integrations, and customization requirements.

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www.emergys.com | connect@emergys.com

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