



# Built for **Scale**

Turning Distribution **Complexity into Advantage**

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How a Leading FMCG Brand **Modernized** Dealer Operations with **AI-Powered Distribution** Management



# PREPARING DISTRIBUTION OPERATIONS FOR THE NEXT PHASE OF GROWTH

The client is a market-leading FMCG snacks brand with a vast distribution footprint operating across 12 states, managing relationships with 1,200+ distributors, and serving over 450,000 retailers.

As the business expanded, dealer onboarding, order execution, and sales visibility became increasingly complex. What once worked at smaller scale manual applications, disconnected systems, and legacy infrastructure began to slow the organization down. Sales and Operations teams spent excessive time managing exceptions instead of driving growth.

Dealers lacked transparency into application status and performance. Leadership lacked a unified view of demand, supply, and sales execution.










The challenge wasn't just efficiency.  
It was **resilience, visibility, and scalability.**

# FROM OPERATIONAL FRICTION TO MEASURABLE BUSINESS IMPACT

Rather than viewing this engagement as a **simple system replacement**, the transformation is best understood by examining what fundamentally changed.



OPERATIONAL AREA	BEFORE MYRIDIUS	AFTER MYRIDIUS
 Dealer onboarding	Manual, paper-based applications with long delays	Digital onboarding with real-time status visibility
 Onboarding timelines	Extended, inconsistent approval cycles	~60% faster onboarding time
 Sales visibility	Fragmented, incomplete dealer data	Unified "Dealer 360" across primary, secondary, tertiary sales
 System reliability	Frequent outages and scalability limits	Stable, cloud-based platform built for scale
 Field execution	Dependent on connectivity	Offline-first mobile execution
 Dealer support	High volume of manual inquiries	40% reduction via AI self-service
 Decision-making	Reactive, data-lagged	Proactive, insight-driven

# WHY MYRIDIUS?

## MORE THAN A TECHNOLOGY UPGRADE

The client needed more than a new platform. They needed a partner who understood how distribution complexity shows up in the real world and how to simplify it without introducing risk.



An AI-first, agentic approach grounded in real workflows



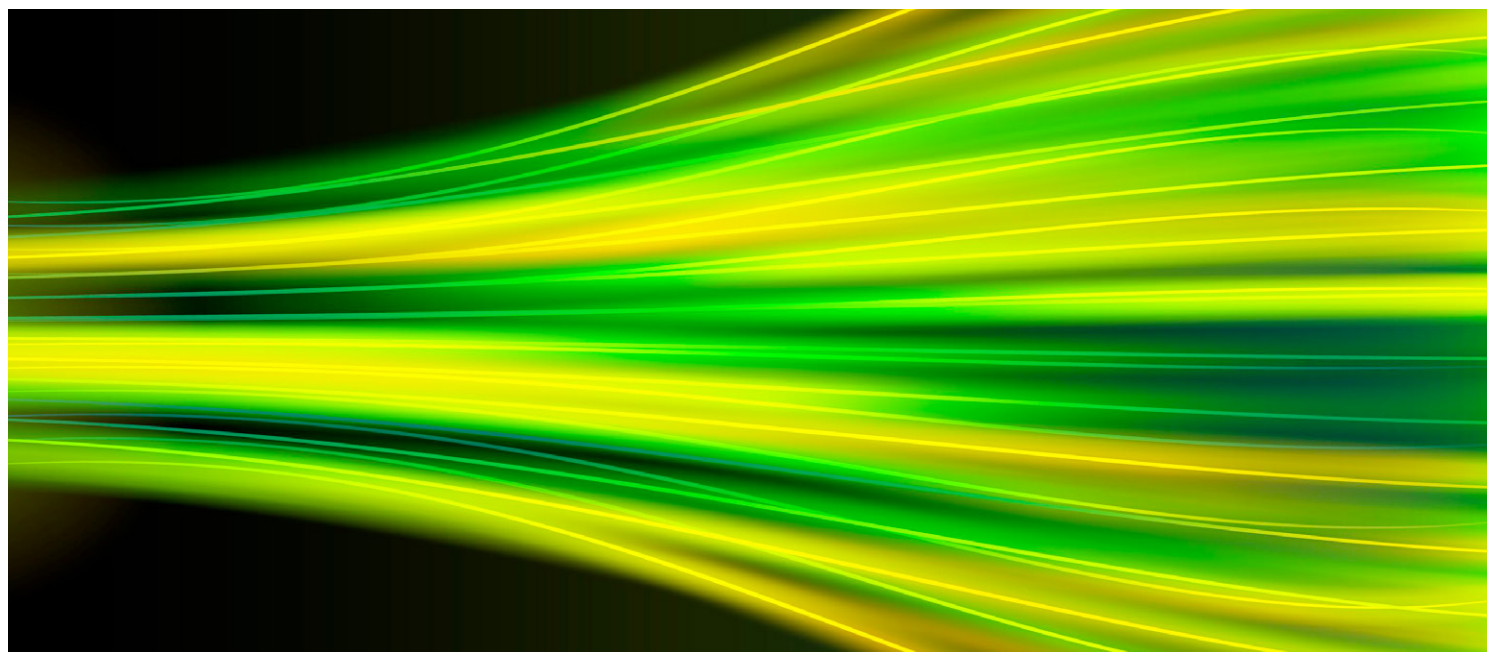
Deep consumer goods and distribution domain expertise



Proven Salesforce Consumer Goods Cloud architecture



A collaborative, outcome-driven delivery model



Rather than digitizing broken processes,  
Myridius rethought dealer operations end-to-end





# A DISTRIBUTION PLATFORM BUILT FOR SCALE, RESILIENCE & INSIGHT

Myridius designed and implemented a modern Dealer & Distributor Management System using Salesforce as the core platform, reinforced with AI and offline-first capabilities. Here's what Myridius delivered -



## DEALER PORTAL & OFFLINE MOBILE APP

A self-service dealer portal built on Experience Cloud, paired with an offline-capable mobile app that ensures uninterrupted field execution even in low-connectivity regions.



## AGENTFORCE AI ASSISTANT

An AI-powered assistant provides dealers with instant answers on onboarding status and process requirements reducing dependency on support teams and improving partner experience.



## END-TO-END SALES OPERATIONS DIGITIZATION

Presales, van sales, warehouse sales, and inventory movement were unified into a single operational flow, eliminating silos and manual handoffs.



## REAL-TIME VISIBILITY & REPORTING

Dealer 360 dashboards give leadership immediate insight into performance, demand, and execution across the distribution network.



## AUTOMATED DOCUMENTATION & INVOICING

Invoice generation and supporting documentation were automated to remove bottlenecks and improve accuracy.



Every interaction is **tracked**.  
Every decision is **visible**.

## Automation Without Losing Control

When a dealer submits an onboarding application, Agentforce surfaces relevant requirements and knowledge in real time. Salesforce workflows automate verification and approvals. Dealers track progress transparently through the portal or AI assistant. Field teams continue operating offline when needed, syncing automatically when connectivity returns. The result is automation that still feels accountable.

# IMPACT THAT WENT BEYOND EFFICIENCY

This transformation delivered more than faster onboarding.

Dealers gained **transparency & confidence** in the process



Sales and Operations teams **reclaimed time** from manual work



Leadership gained **actionable visibility** into sales and execution



System outages and sales **disruption** were eliminated



The platform scaled without adding **operational overhead**



# OPERATIONAL CONFIDENCE, BUILT INTO DISTRIBUTION

In high-volume consumer goods environments, inefficiencies in dealer operations quietly erode margins and slow growth. This case shows how modernizing distribution management when done with the right architecture and AI controls can become a strategic advantage.

This wasn't just a DDMS upgrade.  
It was a shift from **manual dependency** to  
**operational confidence** at scale.







## WHAT'S NEXT?

If your organization is managing dealer onboarding, field execution, or distribution visibility across a growing network, **Myridius** can help you simplify, scale, & stay in control.

## About Myridius

Myridius, formerly RCG Global Services has been at the forefront of helping enterprises transform through technology. Today, we are shaping the next era of digital engineering—an AI-native era where success is defined not by scale alone, but by speed, intelligence, and measurable business outcomes. Myridius brings together deep domain expertise, modern engineering, and AI-first innovation to help organizations move beyond experimentation and achieve real impact. We partner with clients in Financial Services, Healthcare, Travel, and Manufacturing to modernize core systems, unlock data-driven insights, and create new digital business models that drive growth and resilience. Anchored in more than 50 years of industry heritage and powered by a future-focused mindset, Myridius is the partner of choice for enterprises seeking to reinvent themselves with confidence—delivering not just digital transformation, but business transformation at scale.