



# The Ultimate RTM Vendor Selection Guide

Winning Strategies from  
Top CPG Leaders



# Introduction

Efficient sales and distribution management is crucial for success in the FMCG, CPG, and OTC Pharma industries, where speed and precision are key. Companies must navigate extensive distribution networks, ensure timely deliveries, and maintain product availability across diverse markets—all while minimizing costs and maximizing efficiency.

To overcome these challenges and stay ahead, businesses need the right sales and distribution management solutions.

**By leveraging the right technology, companies can stay focused on their core competencies, eliminate operational bottlenecks, and adapt to market changes with agility.**

## Why Do Companies Need a Vendor?

Partnering with a vendor brings specialized expertise, cutting-edge technology, and valuable industry insights to the table. A trusted vendor becomes a strategic ally, equipping businesses with tools and data to make informed decisions and achieve their growth targets.

The adoption of digital tools has become a key trend among consumer goods companies. The *Top 100 Consumer Goods Companies of 2024* report highlights that leading companies are increasingly investing in technology to streamline operations, boost productivity, and differentiate themselves in the market. [\[source\]](#)

Industry leaders—including **Amul, Nestle, Nabati, Perfetti VanMelle, Jyothy Labs, MK Agrotech among others**—attribute their growth and operational efficiency to strong partnerships with technology providers.

Let's explore how selecting the right technology partner can transform sales and distribution management and the measurable outcomes companies have achieved.



# Why Vendor Selection Matters

Selecting the right vendor isn't just about software or automation; it's about finding a strategic partner that aligns with your business goals and drives measurable success. Here's how the right vendor can transform your operations:



## 1. Enhanced Operational Efficiency

Streamlined workflows and automation significantly reduce manual effort, minimize errors. This efficiency helps in accelerating key processes such as **order management, inventory tracking, and claim processing**.

Discover how **Cipla Health**, leading global pharmaceutical company by streamlining operations and automating claim processes achieved;

**2X**

Increase in productivity

**4X**

Expansion in product assortment

**50%**

Claim settlement TAT reduced



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## 2. Improved Decision-Making

Advanced analytics empower businesses with real-time insights that facilitate data-driven decisions.

For example, predictive analytics can forecast demand for specific products in different regions based on historical sales data and market trends. This enables companies to allocate resources more effectively, optimize inventory levels, and ensure product availability in key markets.

Global snacking leader **Nabati** used predictive analytics to refine its market approach, resulting in;

**2X**

Business growth in just one year

**1.7X**

Expansion in monthly market distribution



[Read Case Study](#)

### 3. Scalable Solutions

Scalability is crucial for market expansion in the FMCG industry, where rapid growth, diverse geographies, and dynamic consumer demand require flexible and efficient solutions. A scalable distribution management system (DMS) or sales force automation (SFA) tool ensures businesses can expand seamlessly without operational bottlenecks.

Amul, Asia's largest dairy producer and leading FMCG company faced challenges in directly communicating with retailers, leading to missed sales opportunities.

By implementing Botree Retailer App, Amul bridged this gap and achieved:

**40%**

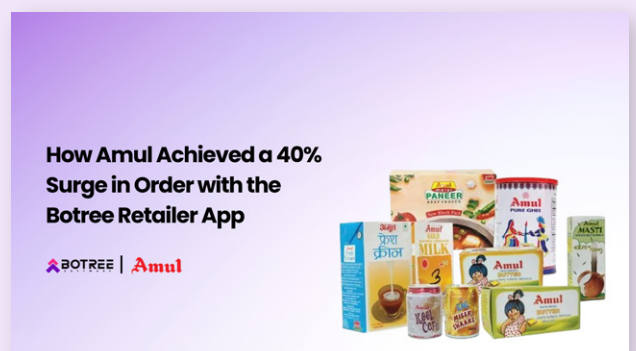
Increase in purchase orders

**Increased**

Product awareness and brand loyalty

**Expand**

In market share and reach



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## 4. Revenue Growth

Optimized distribution and sales operations directly contribute to increased revenue.

An efficient and robust system helps with better market coverage, efficient order processing and, much more, all of which lead to improved customer satisfaction and retention, thus higher sales.

For example, **MK Agrotech**, a leading FMCG company renowned for its brands like Sunpure (sunflower oil) and Riso (rice bran oil), leveraged Botree SFA's outlet coverage visibility to track billed and unbilled outlets.

**35,000+**

Added new outlets within just a few months

**2X**

Increase in outlet coverage, leading to 2-3% revenue growth



[Read Case Study](#)

These findings underscore the pivotal role of vendors in enabling businesses to scale operations and remain competitive in a dynamic market. Now that we understand the importance, the next big question is;

*How do I analyze my vendor?*

*Which criteria should I value more to align with my business goals?*

Finding a reliable partner can be challenging. Businesses must evaluate potential vendors carefully, considering factors such as industry expertise, technological capabilities, proven track record, support services, scalability and flexibility.

To help you get started, we've a curated list of factors top companies including Dabur, Nabati, Jyothy Labs, and MK Agrotech, prioritize during vendor selection process.

**Let's explore what these industry leaders consider when choosing a vendor to ensure optimal efficiency, scalability, and long-term success.**

# Winning Strategies: Key Vendor Selection Criteria by Leading FMCG Companies

Leading FMCG, CPG & OTC Pharma companies have honed their vendor selection processes through years of experience. Their strategies provide valuable insights into how businesses can select the right partner. Below are some of the critical factors they consider, along with their real-world perspectives:

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# 1. Trust and Proven Track Record

A vendor's industry expertise and proven success demonstrate their ability to deliver scalable and reliable solutions.

## Why It Matters

Vendors with deep expertise in the FMCG industry understand the unique challenges of:

- Managing vast distribution networks
- Handling perishable goods
- Meeting dynamic consumer demands

A vendor experienced in working with businesses similar to yours can provide tailored solutions that align with your operational goals and growth objectives.

## Tips to Get Started: Expert Advice from Botree Software

### Industry Recognition and Awards

Recognition from industry bodies and awards highlights a vendor's commitment to excellence and innovation. It also signals that they are trusted leaders in the field.

**Pro Tip:** Attend industry events like the Consumer Goods Forum to network with decision-makers and explore cutting-edge solutions.

### Market Presence and Experience

A vendor's longevity in the industry reflects their ability to evolve with market trends and adapt to changing business needs.

**Pro Tip:** Research vendor credibility on platforms like G2, TrustRadius, and Capterra for authentic customer feedback.

### Client Feedback and Real-World Performance

Customer testimonials, case studies, and distributor feedback offer valuable insights into a vendor's service quality and reliability.

**Pro Tip:** Conduct on-ground market visits to interact with actual users—distributors, salesmen, and retailers. First-hand insights can help gauge user adoption and scalability of the solution.

## Industry Insights

**Jyothy Labs**, the company behind renowned brands like **Ujala, Henko, Pril, Exo, Maxo, and Margo**, emphasizes trust as the foundation of vendor partnerships.

## Learn from Experience

Discover the key factors that influenced **Jyothy Labs** in choosing Botree Software as their technology partner.

[Read the Case Study](#)

*"Trust is the foundation of any successful partnership. For us, it's about relying on our partner not only to drive our business forward but also to continuously adapt and evolve their technology. The level of support we receive at every stage is crucial, and peer reviews significantly influence our decisions."*



**Ravi Razdan**

Director - IT & HR , Jyothy Labs Ltd

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## 2. Scalability and Flexibility

As businesses grow, their operational needs evolve. Choosing a vendor that offers solutions that grow with your business, adapting to market shifts and technological advancements is critical. A flexible platform that seamlessly integrates with existing systems is essential for long-term success.

### Why It Matters

Scalability goes beyond just accommodating growth—it means access to advanced functionalities and supporting products that evolve with your business.

The right vendor should provide a product ecosystem that expands alongside your needs, offering additional features, upgraded capabilities, and complementary solutions that enhance overall operations.

## Tips to Get Started: Expert Advice from Botree Software

### Modular Features for Adaptability

Choose a solution with modular capabilities, allowing you to add or remove features as your business evolves. This ensures you only invest in what you need while keeping the option open for future expansion.

**Pro Tip: Implementation Speed Matters** – Ask vendors about their turnaround time (TAT) and deployment process. A solution that can be quickly implemented minimizes disruption and accelerates return on investment (ROI).



## Multi-Channel and Geographic Support

Ensure the solution can support operations across multiple regions and distribution channels. Key aspects to consider include:

- Adaptability to regional pricing strategies
- Compliance with local regulations
- Support for region-specific workflows to streamline operations in diverse markets

## Customizable Workflows for Operational Efficiency

Look for platforms that allow you to configure workflows to align with your processes, improving efficiency and reducing manual workarounds.

**Pro Tip: Integration Check** – Ensure the vendor’s solution seamlessly integrates with your existing systems and third-party tools. For example, in the case of DMS, verify compatibility with widely used accounting software like Tally or Busy to provide a smooth experience for distributors and users.

## Industry Insights

**MK Agrotech** emphasizes the importance of customization in vendor selection.

Discover how Botree Software powered **MK Agrotech’s** growth, doubling their outlet coverage and streamlining operations.

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**Sridhar Vaidhyanathan**  
COO, MK Agrotech

*"Successful partnerships rely on the ability to adapt to market changes and technological advancements. Openness to feedback, accommodating additional requests, and providing customizations tailored to our business needs have been instrumental in ensuring seamless operations and driving mutual success."*

## 3. User-Friendly and End-to-End Solution Provider

A comprehensive solution simplifies operations, improves data consistency, and enhances user adoption. Prioritize vendors that offer intuitive, user-friendly interfaces and accessible platforms, enabling teams to quickly adapt and use the system effectively.

## Why It Matters

- Reduces complexity by eliminating multiple platforms.
- Enhances data quality and consistency across sales channels.
- Simplifies adoption for distributors and salesmen.

## Tips to Get Started: Expert Advice from Botree Software

### Intuitive Design for Faster Adoption

Look for solutions with clear navigation and simple workflows that minimize training time, allowing teams to focus on business growth rather than struggling with the system.

**Pro Tip: Leverage a Vendor with a Large User Network** – A widely used solution increases the likelihood that your distributors and salesmen are already familiar with it, making adoption seamless. Additionally, a vendor with strong training programs and support services ensures users get timely assistance, leading to minimal disruptions and smooth troubleshooting.

### Comprehensive Features for a One-Stop Solution

Choose a vendor offering an all-in-one platform that covers essential FMCG operations, including:

- Sales and distribution management
- Inventory tracking
- Automated reporting and analytics

**Pro Tip: Assess the Vendor's Innovation Roadmap** – Inquire about the frequency of product updates and enhancements to ensure the solution remains future-ready and adaptable to industry trends.

### Industry-Specific Functionalities for Enhanced Efficiency

Evaluate key features like inventory management, route optimization, and demand forecasting to determine their practical applications in your business. The right solution should offer actionable insights that drive efficiency and growth.

**Pro Tip: Request a Demo** – Learn how the solution can help address business challenges and key functionality offerings.

## Industry Insights

**Dabur**, one of India's top FMCG companies, follows a **"One Vendor Approach"** to streamline its operations. This strategy eliminates the complexities of handling multiple platforms, allowing the company to focus on execution and delivering value.

Discover the benefits of one-vendor approach in streamlining **Dabur's** operations

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*"At Dabur, our decision to adopt a one-vendor approach was driven by the need for simplification and streamlining. Managing a single vendor for all our sales and distribution applications has significantly simplified our operations. The biggest challenge—ensuring data quality—has been resolved with consistent, reliable data across all channels. This approach has also made it easier for distributors and salesmen to adopt the system, creating a seamless user experience."*



**Kaustubh Dabral**

Former Global CIO, Dabur India

## 4. Robust Data Analytics and Reporting

Data-driven decision-making is essential to succeed in today's competitive market. Selecting a vendor with comprehensive analytics and reporting capabilities ensures that your business has real-time insights into sales performance, distribution efficiency, and market trends—allowing you to make proactive and strategic decisions.



## Why It Matters

By leveraging data insights, FMCG companies can:

- **Identify emerging trends** early to capitalize on market opportunities.
- **Predict future demand** to optimize inventory and prevent stockouts.
- **Monitor key performance indicators (KPIs)** for better decision-making.
- **Adjust sales and distribution strategies proactively**, reducing risks and maximizing profitability

## Tips to Get Started: Expert Advice from Botree Software

### Customizable Report Builders for Tailored Insights

A customizable reporting tool allows businesses to extract relevant insights tailored to their unique needs. Ensuring that the right data reaches the right people at the right time empowers teams to make well-informed decisions.

**Pro Tip:** *Request a demo* to understand analytics and reporting capabilities. Ensure the solution aligns with your business goals and can generate actionable, real-time insights that drive performance.

### Predictive Analytics for Smarter Forecasting

Advanced predictive tools help businesses forecast demand accurately, leading to:

- **Reduced excess inventory** and minimized holding costs.
- **Fewer stockouts**, ensuring product availability and customer satisfaction.
- **Data-backed planning** that keeps your business ahead of the competition.

**Pro Tip:** Choose vendors that provide real-time data, enabling faster responses to market shifts and ensuring teams can act without delays—boosting agility in decision-making.

### Automated Report Delivery for Seamless Execution

Automated reporting eliminates manual effort, saving time while ensuring critical insights are delivered consistently across teams.

**Pro Tip:** Look for solutions that integrate with existing communication channels like email, WhatsApp, or enterprise messaging platforms. This ensures that important insights and alerts reach your team instantly, improving responsiveness and

## 5. Strong Tech-Support and Training Programs

Reliable tech support is the backbone of any successful partnership with a vendor. Which is why it is one of the key criteria to consider while choosing a sales and distribution management vendor.

## Why It Matters

A vendor's support and training programs play a crucial role in minimizing operational disruptions and ensuring a smooth transition to new systems. Comprehensive training empowers teams to use the solution effectively, unlocking its full potential and driving business success.

## Tips to Get Started: Expert Advice from Botree Software

### Dedicated Account Managers for Personalized Support

A dedicated point of contact who understands your business needs ensures proactive support, faster issue resolution, and system reliability.

**Pro Tip:** Explore customer reviews and testimonials to assess the vendor's responsiveness, support quality, and problem-solving efficiency before making a decision.

### Onboarding and Training Resources for Smooth Implementation

Vendors should offer structured onboarding programs, user guides, and training sessions to help teams adopt the system quickly and operate efficiently.

**Pro Tip:** Ask about response times and troubleshooting processes. A reliable vendor provides continuous support—not just during implementation, but throughout your partnership.

### Regular Software Updates and Feature Enhancements

Ongoing updates keep the solution secure, optimized, and aligned with evolving business needs. Vendors that consistently innovate help businesses stay ahead of challenges and industry shifts.



## Industry Insights

Nabati, considers **robust backend and tech-support** integral to their operational success.

Learn how **Nabati** scaled their business with the right technology partner

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*"To support Nabati's growth at scale, we sought a partner with robust backend systems and reliable tech support. The vendor's commitment to our success and trust in our brand's potential were key priorities. Alongside dependable tech support, the ease of operations, intuitive UI/UX, and effective communication were equally critical in building a successful and collaborative partnership."*



**Rahul Khandelwal**  
Former Country Manager,  
Nabati India

## 6. Compliance and Security

Ensuring that the vendor complies with industry regulations and maintains top-notch security practices is crucial.

### Why It Matters

Regulatory compliance and strong security protocols protect your business from data breaches, legal penalties, and reputational risks. Choosing a vendor with proven security measures minimizes vulnerabilities and ensures confidential business information remains protected, fostering trust among stakeholders.

### Tips to Get Started: Expert Advice from Botree Software

#### Adherence to Data Protection Regulations

Ensure that the vendor complies with global and local regulations such as GDPR, CCPA, and other industry standards. Compliance safeguards your business from legal risks and ensures ethical handling of data.

**Pro Tip:** Verify the vendor's compliance documentation and track record to ensure alignment with industry best practices.

## Encryption and Access Controls for Data Protection

Look for solutions that offer end-to-end encryption and multi-layered access controls, ensuring that only authorized users can handle sensitive business data.

**Pro Tip:** Ask vendors about their authentication methods, such as multi-factor authentication (MFA), to add an extra layer of security.

### Industry Insights

Royal Canin, gives utmost importance to data and cybersecurity measures before onboarding a vendor.

Check out key security factors **Royal Canin** prioritizes for vendor selection

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*"Today, our primary challenge in this category is ensuring our data remains protected from external threats. We handle a vast amount of first-party data, including consumer and pet information, and as a leader in the industry, we set the standard for the highest level of security. A vendor's ability to demonstrate strong security measures is crucial for us to build trust and maintain a strengthened partnership."*



**Aritra Chakraborty**  
Digital Technologies Partner,  
Royal Canin India

## Regular Security Audits and Industry Certifications

Vendors that conduct routine security audits and maintain certifications like ISO 27001, SOC 2, or PCI DSS demonstrate their commitment to data security and continuous system improvement.

**Pro Tip:** Inquire about the vendor's disaster recovery plans and incident response protocols to ensure business continuity in case of security threats.

*“At Botree Software, safeguarding customer data is our top priority. We follow a multi-layered security approach with advanced encryption and strict access controls. In FY 2023-24, we migrated to the ISO 27001:2022 framework and completed SOC 1 Type II and SOC 2 Type II audits, reinforcing our commitment to top-tier data security and compliance.”*



**Juby Pappachan**

AVP – Infosec, Botree Software

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## Conclusion: Choosing the Right Partner

Selecting the right technology partner is a pivotal decision that shapes your long-term growth and operational success. As CPG industry leaders have shown, aligning with a vendor who understands your business needs, offers scalable solutions, and prioritizes innovation can be a game-changer. By carefully evaluating potential partners through the lens of experience, flexibility, and future readiness, you set your business on a path to sustained competitive advantage.

**The right partnership isn't just about features – it's about forging a collaborative relationship that drives mutual success.**

If you are looking out for the right DMS for your business here are some tips before you select

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# Ready to optimize your sales and distribution strategy?

Talk to Us

## About Btree Software

With 25+ years of industry expertise, Btree Software is a leader in DMS, SFA, and Analytics solutions. **Trusted by 60+ blue-chip FMCG, CPG, and OTC Pharma companies**, Btree Software empowers:



**100K+**

Distributors Onboard



**40K+**

Field Sales  
Users



**5M+**

Retailers Serviced

With our robust **Product and Insights ecosystem**, we enable our customers with enhanced retail execution, increased market share, and significant growth in revenue and profit.