

Value Proposition by Customer Segment

1 Distributors & Retail Networks

Value Delivered

- Efficient channel sales and order tracking
- Real-time stock availability and replenishment planning
- Transparent pricing and promotions management
- Faster service response for partner support

Why They Choose Us

Strengthens channel relationships and increases sell-through efficiency.

2 SMEs & Growing Businesses

Value Delivered

- Quick setup with minimal IT burden
- Affordable ERP functionality in one system
- Improves working capital via accurate inventory tracking
- Paperless processes enhance productivity

Why They Choose Us

Enterprise-grade capability without enterprise-level cost.

3 Institutes / Service Providers

Value Delivered

- Secure data handling for beneficiaries & caregivers
- Digital workflows for ticketing and service requests
- Better lifecycle management of devices
- Smart alerts reduce safety risks to beneficiaries

Why They Choose Us

Enhances service reliability and user satisfaction.

4 Caregivers & Supervisors

Value Delivered

- Alerts ensure proactive response in safety situations
- On-the-go access to critical alerts
- SMS & Calls for faster responses to alerts
- Faster reporting and reduced manual effort

Why They Choose Us

Empowers teams with mobility and real-time data.

5 Beneficiaries & family members

Value Delivered

- Easy interaction through self-service modules
- Safe usage of connected devices
- Data privacy and secure access always ensured
- All time visibility into beneficiary's activities & safety

Why They Choose Us

A smoother, safer, and more transparent user experience.

Core Advantage Across All Segments

One unified framework connects people, processes & devices — securely and intelligently.