NINAAD

TRADE WITH TECHNOLOGY

salesforce **PARTNER**

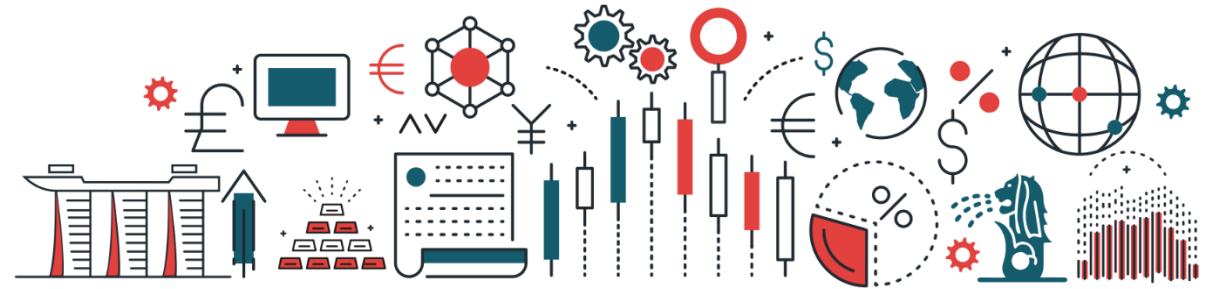odoo

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NINAAD Global Pvt Ltd

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Facing these Trade Inefficiencies? You are not alone.

PRE TRADE

- **Counterparty** Risk
- **Currency & Indexation** Risk
- **Tax & Regulatory** Risk

Risks and related Issues commonly known in the community.

TRADE INITIATION

- Information overload, resulting in lost of **Opportunities**
- Inefficient **Resource** Allocation leading to **Suppressed Margins**
- Lack of **Contextual Insights**, Yielding inefficient **Trade Deal Agreements**

Trading Process bottlenecks while managing a heap of documents

DURING TRADE

- Incoherent collaboration with **Offshore Teams**
- Unavailability of **Key Data points**
- High **Lead & Turnaround** time

Background noise can result into leakage of cash flow and margin

AFTER TRADE

- Trade **Structuring**
- **Invoicing** Procedure
- Faulty or Incomplete **Closing Procedure**
- Keep Track of **Final settlements** with Buyer/Supplier/Agent

Implicit issues often go unnoticed, and can cause damages.

Global Trading Process

Sales & Business Development
- Leads
- Contacts
- Enquiries
- Quotes
- Products

Commercial
- Trade Confirmation
- Contract Management
- Contract Shipment Management
- Credit Management- Letter of Credit

Logistics
- Sales Order Management
- Pre/Post Shipment Tracking with Laytime Calculation
- Daily Loading Status

Finance & Accounts
- Payables/Receivables
- Payment/Receipt
- Closing Process

End Result
Avoidable Trading Inefficiencies Increase Risk Exposure and Limit Profits.

Bottlenecks

- Lack of Data Consolidation & Analysis
- Transaction Valuation
- Ineffective Market Intelligence

- Cost Projection Deviation
- Pricing Analysis
- Long Term Contract – Pending / Completed Shipments

- Redundant Shipment Documentation
- Minor Shipment Delays Cause Profit Erosion

- Profitability Per Shipment
- Income/Expense Tracking
- Payment Status Updates
- Cashflow – Daily Basis

Digital Transformation with Ninaad

NINAAD TRADE

an integrated, cloud-based platform built on the capabilities of Salesforce.

INTEGRATED SYSTEM

LEAD TO CASH : From Sourcing, Sales & Marketing, Commercial, Logistics to MIS

CUSTOM MODULES

- Shipment-Wise Profitability
- Projected vs. Real Cost Analysis
- O/S Payable / Receivable
- Payment/Receipt Module

MARKET INTELLIGENCE

- New Marketing Initiatives, Competitive Analysis
- Buying/Selling Trend Analysis

SYSTEM OPTIMIZATION

- Multi-Year Data Consolidation for Strategy Development
- Data Migration

SalesForce® Features

- Detailed Dashboard & Reports
- Workflow Rules, Approval Process
- Event & Task Management
- Chatter & Mass Email

NINAAD GLOBAL

Business with Ninaad

Lead & Contact
Integrated Lead Management System.
Real-time information for resource allocation.
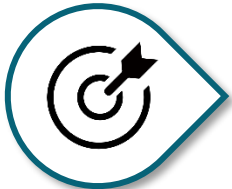Develop funnels to strategize further actions.

Product Master
Detailed Information on product specifications.
Product price estimation linked to indexes.
Keep track of rejections & regulatory requirements.

Marketing/ Campaign
Manage Campaigns for Maximum Conversion.
Track, Optimize & Eliminate Lead Inefficiencies.
Create a Systematic Lead Generation Process.

Opportunity
Maximize Opportunity Conversion with Lab-Like Precision.
Manage each Opportunity with a Repeatable Process.
Make Opportunity Tracking & Conversion Efficient.

Quote
Structure Quotes to Optimize Conversion to Profitability.
Centralized System for All Quote Data & Internal Approval Process.
Track Profitable Opportunities & Manage Quote Revisions.

Business Confirmation
Build a Data-Driven Process for Trade Profit estimation.
Perform Variance Analysis for Projections & Actuals.
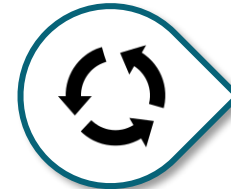Track Shipment Profitability including OH allocation.

Contract
Standardize Contract format to avoid deviations / costs.
Expedite Contract process from Drafting to Execution.
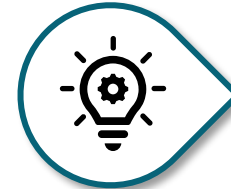Track Contract-wise Shipment, Pending Qty & Profits.

Shipment
Integrated tracking system for real-time updates.
Collaborate with Internal Teams for Efficiency.
Monitor Process variance for minimal Profit leakage.
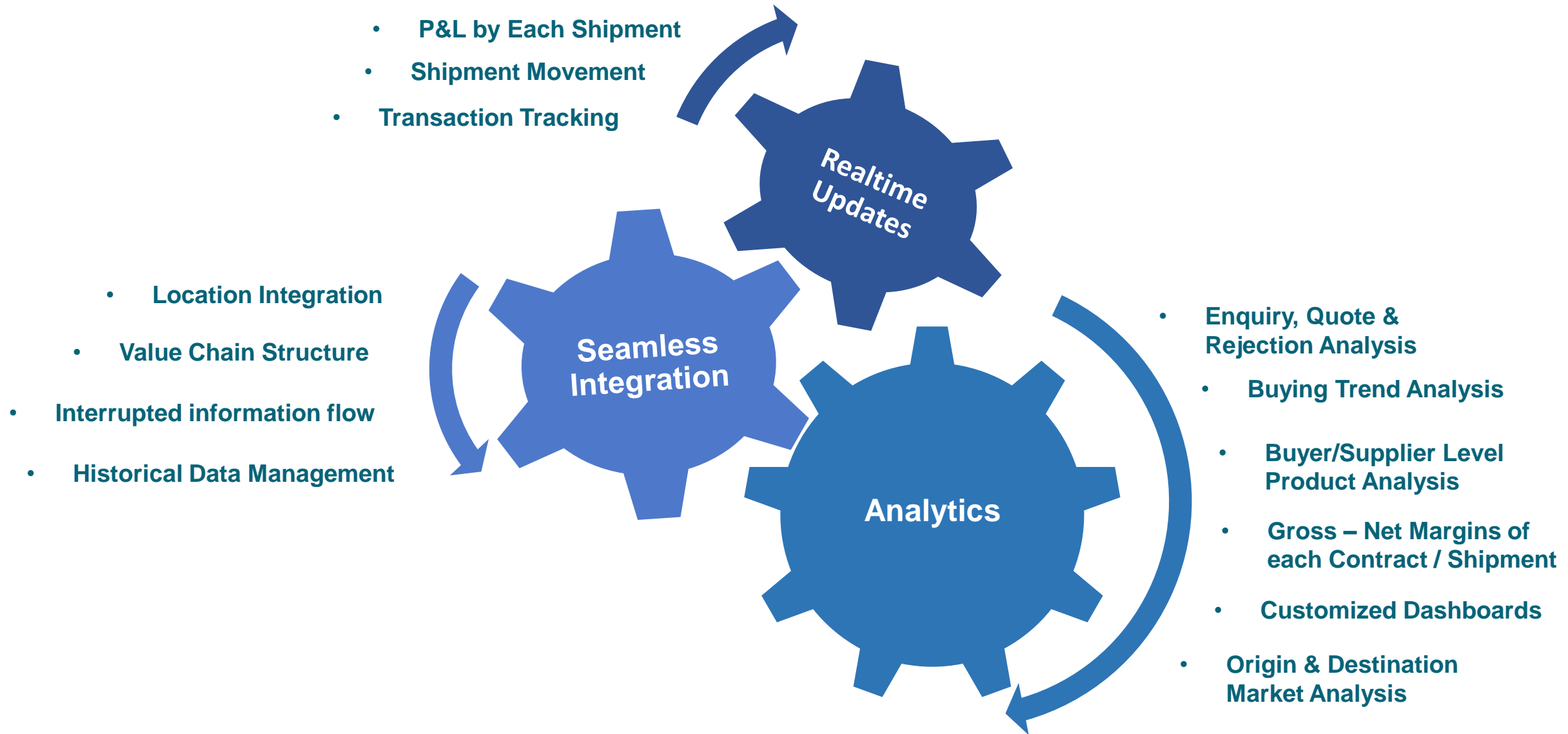
Invoicing & Settlement
Consolidate Billing Data with API integration.
Get Analytics data on each shipments, contracts.
Manage accounts, contracts & settlement with ease.

Business Intelligence
Integrated database for operations & strategies.
Unlimited reports for real-time updates & formats.
Capture data by teams, trades, accounts & processes.

How does Ninaad Create Value for Traders ?

- **P&L by Each Shipment**
- **Shipment Movement**
- **Transaction Tracking**

Realtime Updates

- **Location Integration**
- **Value Chain Structure**
- **Interrupted information flow**
- **Historical Data Management**

Seamless Integration

Analytics

- **Enquiry, Quote & Rejection Analysis**
- **Buying Trend Analysis**
- **Buyer/Supplier Level Product Analysis**
- **Gross – Net Margins of each Contract / Shipment**
- **Customized Dashboards**
- **Origin & Destination Market Analysis**

What is Ninaad Trade ?

A CLOUD BASED SOLUTION
– for Commodity Players –

No onsite infrastructure required except Internet / wifi Connectivity

Compatible with all Desktop / Laptops / Tablets / Mobile devices

Ninaad Global Value Proposition

We are 👍

- offering a niche solution for business analysis, integrating transaction flow and implementing many tailored solutions for commodity trade organization.

- developing commodity trade flow mapping as part of our client value proposition for the past 15 years.

- leveraging on our capability of experienced techno-commercial team with diverse background and hands-on experience from various assignments.

odoo **salesforce PARTNER** **SALESFORCE CERTIFIED** — Sales Cloud Consultant **SALESFORCE CERTIFIED** — CPQ Specialist

We are not 👎

- offering a plain vanilla system solution.

- competing merely on pricing, this is not competitive advantage. Instead, we differentiate by working with clients to design customized solutions that add significant value to our clients.

Thank you.