



Overview

CMD Sons is a diverse business group with multiple companies operating mainly in retail and distribution. Their sales process includes field salesmen, regional teams, and recovery mechanisms that require effective coordination to support business growth. As their operations expanded, managing these complex sales activities became increasingly challenging.

Challenge

CMD Sons faced challenges managing sales operations across multiple regions and companies. Manual sales approvals caused delays, commission tracking was inefficient and often inaccurate, and managing product pricing, customer discounts, and recovery payments was complex and inconsistent.

Solution

CMD Sons implemented Retalio AI, a solution from **Sumato ERP** designed for retail and distribution businesses. Retalio AI automated sales approvals, streamlined commission tracking, and centralized control of pricing and discounts. The system provided real-time insights into recovery payments and sales performance, enabling faster, smarter decisions. It integrated smoothly into **CMD Sons'** existing sales processes with minimal adjustments.



Integration Process

Sumato's team analyzed **CMD Sons'** workflows and customized **Retalio AI** to fit their regional sales structures, salesman profiles, pricing rules, and commission schemes. The rollout was phased to prevent disruption, and comprehensive training was provided to sales, finance, and management teams to ensure a smooth transition.

The Impact

After implementing Retalio AI, CMD Sons experienced faster and automated sales approvals along with more accurate and timely commission tracking. Pricing and discounts were managed consistently across regions, while recovery settlements became simpler and more transparent. Manual work and errors were significantly reduced, leading to improved overall operational efficiency. These improvements enhanced CMD Sons' ability to confidently scale their sales operations across multiple regions. Retalio AI transformed CM Sons' sales processes by increasing accuracy, speed, and control throughout their complex sales network.



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Retalio AI: Powering Retail with Artificial Intelligence.