



# RP TECH

## LOOKING AT SCALING UP ITS BUSINESS BY IMPLEMENTING INNOVATIVE MARKETING STRATEGIES



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### RESILIENCE AND AGILITY THROUGH SIMPLICITY

Formed in 1989, RP tech India is a division of Rashi Peripherals Pvt Ltd and is the fastest-growing B2B technology solutions provider in India. It is growing at a consistent 20+ per cent CAGR YoY and offers products and solutions from 25+ brands to 9000+ B2B customers in 750+ towns/cities. It has a robust network of 50 branches and 50 service centers spread across India. The company is today recognized as the most preferred B2B partner of renowned global technology brands.

On the backdrop of the COVID-19 global pandemic, there has been a major shift in business operations and the buying patterns of the consumers. Therefore, every organization needs to adapt to the dramatic change that has happened, especially in the last year. Needless to say that Work from Home (WFH) and Learn from Home (LFH) have become the order of the day. Today, customers do a lot of online research before making a buying decision. Even if they opt for offline purchase, they first check products online. Therefore, it is inevitable for every organization to have a strong digital marketing team in place.

RP tech India has invested in the digital marketing team in lines with the changing needs of the market. It is fully geared up to implement the new marketing strategies that are required for scaling up the business.

### ACCELERATING DIGITAL TRANSFORMATION

RP tech is fortunate to have implemented SAP almost 13 years back. With a strong SAP architecture in place, most of its data points are remote. It has further extended the SAP and has implemented power BI, which improves the digitization and digital usage of its employees. As a result, the company's efficiency and effectiveness have significantly improved within the ecosystem.

### CREATING CUSTOMER EXPERIENCE

RP tech has implemented various marketing initiatives and digital tracking systems in the past 2 years. As part of digital tracking systems, the company is now tracking tier 2 sales-out. To enable that RP tech has launched a DMS portal, wherein it gets the complete tier 2 sales-out data and information. Based on these data it offers incentives to channel partners. Secondly, RP tech has also set up WhatsApp Business, wherein a lot of information sharing happens from the channel partners. It has also set up an internal call centre, which supports its channel partners and retailers.

Last but not least the distributor has further strengthened the conventional website and email system for more effective marketing.

Apart from these marketing initiatives, RP tech has a dedicated team for digital marketing. It is supporting its channel partners with localized digital marketing initiatives focused on their respective city/location. For instance, if a partner is based in Raipur city then on behalf of that respective partner, RP tech does digital marketing focused on lead generation and promotion within the territory of the Raipur city. Ever since RP tech has started this initiative, there has been a significant increase in ROI as compared to generic marketing.

### COMPLEMENTING DIGITAL INDIA

RP tech India offers products and solutions which enhances the objective of Digital India. Besides it is also promoting a lot of IT and ITeS solutions that are manufactured in India. This indirectly helps in promoting the PMA policy.