



Customer Success Story

Viya Imports Transforms Field Sales with DSD Assist.

DSD Assist + MYOB Acumatica guided by TSG, boosted Viya's field productivity and accelerated market coverage.



Customer:
Viya Imports

Industry:
Fresh Foods Distribution

Partner:



Background

Viya Imports, is a leading distributor of Indian food products serving wholesale and retail customers in Australia. As part of **MYOB Acumatica** implementation, **TSG** introduced **DSD Assist** to improve field productivity, enhance customer engagement, and integrate in-field execution directly to the ERP system.

Objective

- Increase field sales productivity
- Improve customer coverage and engagement
- Enable data-driven decision-making

The Need

Working with TSG, Viya identified operational barriers limiting speed and scalability. Field execution was unstructured, visibility was limited, and manual, head-office-dependent processes slowed sales activity.

Key challenges included:

- Sales representatives lacked tools to manage accounts, identify opportunities, and increase order value
- Unstructured journey planning led to inconsistent customer coverage
- Limited real-time visibility into inventory and availability in the field
- High reliance on the head office for pricing, orders, and product information



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DSD Assist

Faster, Smarter Field Operations

Unified platform for field sales and delivery, fully integrated with MYOB Acumatica.



Solution

DSD Assist, with TSG, extended MYOB Acumatica into a last-mile execution engine.

- Equipped frontline teams with real-time data and automated workflows
- Mobile-first sales platform with live access to customer history, pricing, availability, and in-field ordering
- Structured journey planning aligned to Viya's sales strategy and territory coverage
- SOMA AI drove upsell recommendations, optimised orders, and smarter decisions without adding admin overheads



Outcome

More Sales, Better Shelf Reach

Confident, empowered field teams



Real-time data enabled informed selling and effective upselling

Reduced head-office dependency



Live dashboards and ERP integration replaced manual checks and delays

Streamlined operations



Automated ordering, invoicing, and reconciliation cut routine admin

Higher sales productivity



Optimised routing and analytics delivered measurable output and growth



DSD Assist gave us exactly what we needed alongside MYOB Acumatica. Our reps have better insight, less admin, and more confidence in the field. Soma AI adds real value and efficiencies without changing how the team work

Jignesh Kanakhara,
CEO, Viya Imports



Explore how DSD Assist powers modern FMCG operations



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