ANUBAVAM
APPLYING EXPERIENCE

Incentive Intelligence for Samsung's Retail Ecosystem in MENA

Samsung Electronics MENA oversees one of the world's largest retail networks, connecting thousands of dealers and store personnel across the Middle East and North Africa. Managing incentives for such a vast ecosystem required precision, transparency, and multilingual coordination.

Reimagining Incentive Operations at Scale

Samsung's existing workflows relied on manual sellout tracking, fragmented communication, and disconnected reporting systems. Incentive validation was slow, data visibility limited, and multilingual communication inconsistent across English, Arabic, Turkish, and Farsi.
To address this, Samsung sought a unified platform capable of streamlining incentive programs, reducing administrative friction, and improving engagement for every stakeholder.

Creating a Connected Incentive Ecosystem

Anubavam designed and implemented a multilingual incentive intelligence platform built on PHP, MySQL, and Android with hybrid deployment for online and offline environments.
The solution introduced:

- **Automated validation workflows** using IMEI recognition and barcode integration for accurate sellout tracking.
- **Localized engagement** across multiple languages to ensure inclusivity and real-time comprehension.
- **Centralized dashboards** for incentive progress and payout visibility.
- **Unified communication tools** to deliver campaigns and promotions to all dealers simultaneously.
- **Predictive insights** to identify performance trends and optimize future incentive planning.

Impact Across the MENA Region

The new system unified 20,000+ retailers and sales representatives under one transparent framework.

- 70% faster incentive validation
- 45% higher dealer participation in promotions
- Real-time visibility across all markets
- 50% improvement in campaign response rates

Technology Foundation

Platform
PHP, MySQL, Android, REST APIs

Integrations
Samsung CRM, Bluetooth IMEI scanners, cloud data lake

Deployment
Hybrid model with multilingual support and offline caching

Outcome

Samsung redefined incentive management across MENA by creating a transparent, data-driven network where every dealer and sales representative can view goals, rewards, and performance instantly.

"The system doesn't just manage incentives; it builds trust across every point of sale."