

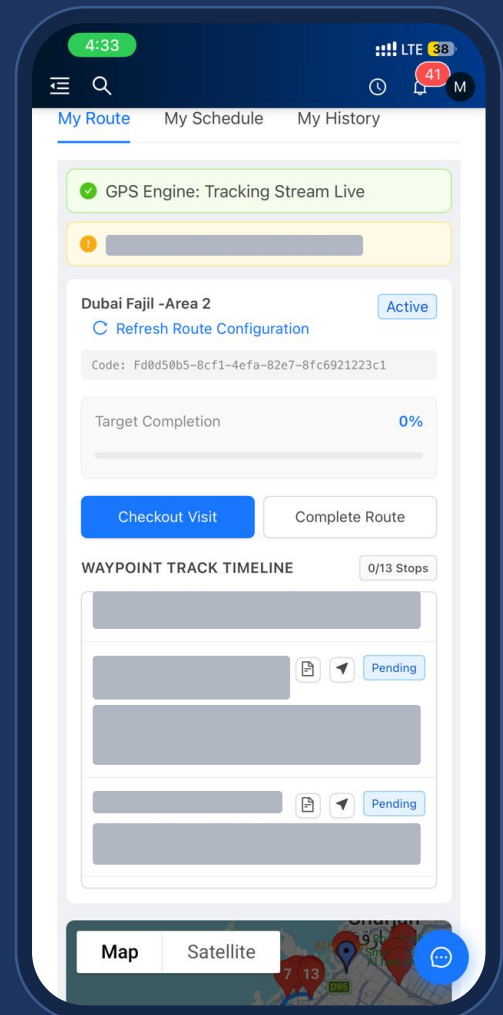
Smarter Routes. Better Visibility. More Visits.

A location-based work route and visit management module that helps pharmaceutical distributors plan routes, verify every pharmacy visit and lift daily field-sales productivity.

AVERAGE DAILY PHARMACY VISITS PER REP

10-11 → 14-15

Measured at Al Nahda Medical Store LLC, UAE



THE FIELD-SALES GAP

Field teams are busy. But is the time being used well?

Sales reps visit multiple pharmacies every day, yet most distributors have no reliable way to see where the day actually goes. These are the gaps the Work Route Module was built to close.

1

Unverified visits

Limited visibility into whether staff actually visited their assigned pharmacies.

2

No time records

No accurate record of the time spent at each location.

3

Unclear availability

Difficult to understand staff availability and workload during the day.

4

Wasted travel

Hard to spot unnecessary travel and inefficient routes.

5

Visited vs. pending

Little visibility into which pharmacies are done and which are still pending.

6

Visits vs. phone calls

Difficult to tell physical visits from phone-based customer interactions.

7

Manual dependency

Daily routes depend on manual planning and monitoring, which takes time away from selling.

THE SOLUTION

One module. Every visit, planned, verified and measured.

The Work Route Module is built into ForthERP and gives management a structured, location-based way to manage pharmacy visits, while showing every sales rep exactly where to go next.

Route planning

Check-in / check-out

Time tracking

Visit management

New pharmacy capture

Visit notes & orders

KEY FEATURES

Everything your field team needs



Route Planning

Create and assign routes based on locations and working schedules. Area-based automatic route planning builds more efficient routes with less manual effort.



Location-Based Visits

Staff check in and check out when they reach the designated pharmacy. The system records the visit location, time and duration.



Time & Activity Tracking

See how employees spend their working hours: time at pharmacies, and time still available for additional visits.



Visit Management

Monitor current, completed, pending and new visits from one centralized system.



New Pharmacy Addition

Reps add newly identified pharmacies directly from the field, so they can be included in future route planning.

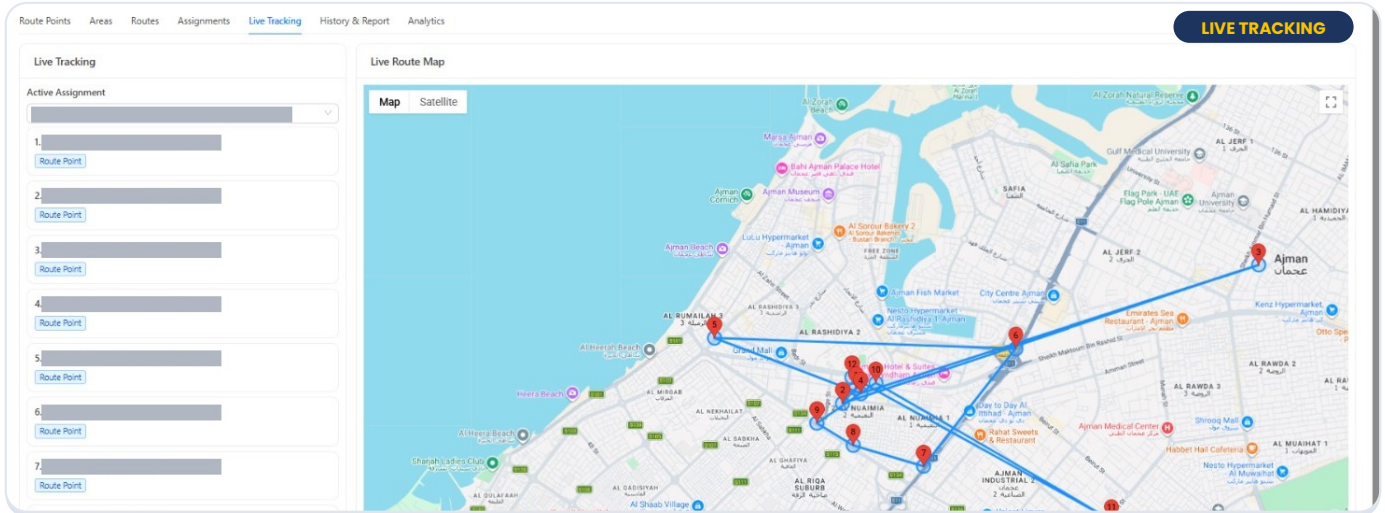


Visit Documentation

Record check-in notes, check-out notes, customer information and order details during every visit.

PRODUCT IN ACTION

The Work Route Module at a glance



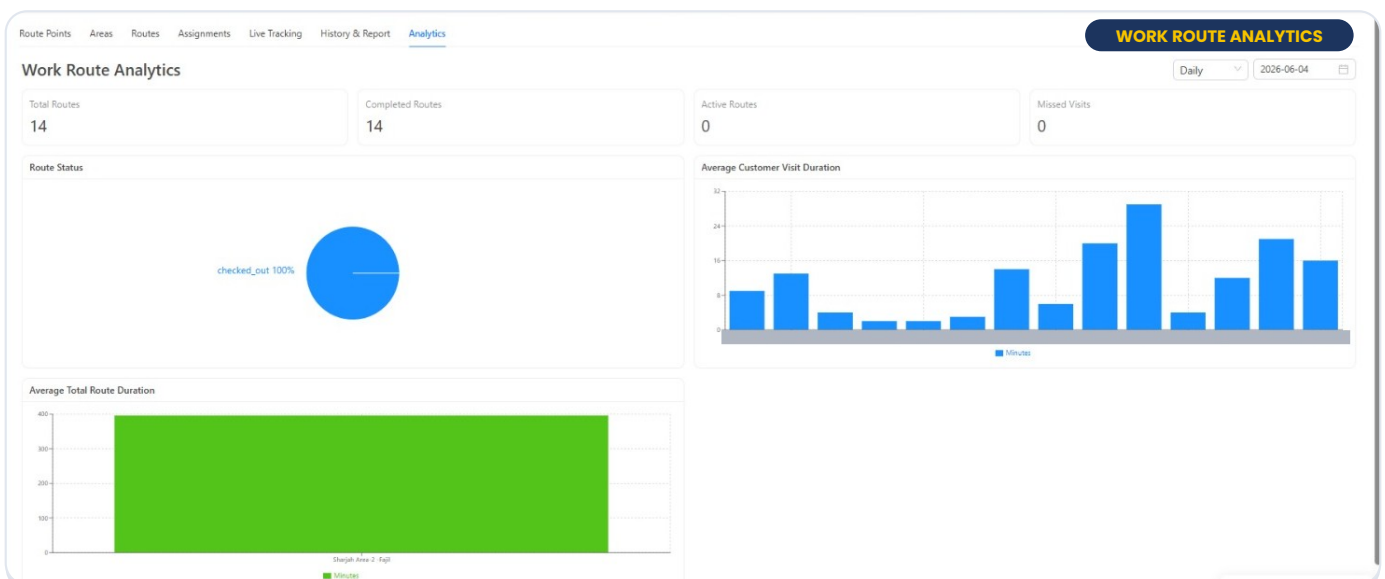
Route Points Areas Routes **Assignments** Live Tracking History & Report Analytics

ROUTE ASSIGNMENTS

Route Assignments

[Assign Route](#)

#	EMPLOYEE	ROUTE	SCHEDULE TYPE	SCHEDULE	REPLACEMENT	TEMPORARY	STATUS	ACTION
1		AJM IND AREA 1	Biweekly - Week A	28-08-2026 - 31-12-2026	-	Regular	In progress	Edit Delete
2		AJM AL RASHIDIYA 1&2	Biweekly - Week B	28-08-2026 - 31-12-2026	-	Regular	Assigned	Edit Delete
3		AJM AL MWAIHAT/AL HAMIDIYA/AL RAQAIB	Biweekly - Week B	28-08-2026 - 31-12-2026	-	Regular	In progress	Edit Delete
4		AJM AL JERF IND AREA 2	Biweekly - Week A	28-08-2026 - 31-12-2026	-	Regular	Assigned	Edit Delete
5		AJM AL NAKHIL	Biweekly - Week B	28-08-2026 - 31-12-2026	-	Regular	In progress	Edit Delete
6		AJM AL RAWDA 3&AL YASMEEN/HELJO/AL ZAHYA	Biweekly - Week A	28-08-2026 - 31-12-2026	-	Regular	Assigned	Edit Delete
7		AJM AL NUAIMIA 2	Biweekly - Week B	28-08-2026 - 31-12-2026	-	Regular	Assigned	Edit Delete
8		AJM IND AREA 2	Biweekly - Week A	28-08-2026 - 31-12-2026	-	Regular	In progress	Edit Delete
9		AJM AL JERF IND AREA 1	Biweekly - Week A	28-08-2026 - 31-12-2026	-	Regular	In progress	Edit Delete
10		AJM AL JERF IND AREA 3	Once	28-08-2026	-	Regular	Assigned	Edit Delete



HOW IT WORKS

From planned route to measured result



Built for both sides of the field

For Management

- ✓ Confirm visits with location-based check-ins
- ✓ See current, completed, pending and new visits at a glance
- ✓ Understand available vs. utilised time for each rep
- ✓ Compare individual staff performance
- ✓ Spot unnecessary travel and inefficient routes
- ✓ Replace manual route planning with area-based automation

For Sales Representatives

- ✓ Know exactly where to go next
- ✓ Follow organised routes with less unnecessary travel
- ✓ Log notes, customer details and orders on the spot
- ✓ Add new pharmacies straight from the field
- ✓ Fit more visits into the working day

Built into ForthERP: field visits sit alongside your sales, inventory and operations data.

CASE STUDY

Improving field sales efficiency with a smart Work Route Module



Al Nahda Medical Store LLC

UAE-based pharmaceutical and healthcare distributor supplying 7,000+ products to 500+ pharmacies across the UAE.

10–11 → 14–15

visits per day

Average daily pharmacy coverage per employee rose from about 10–11 visits to 14–15.

The challenge

- No proof of visits to assigned pharmacies
- No accurate time record per location
- Unclear staff availability and workload
- Unnecessary travel and inefficient routes
- Manual route planning and monitoring

The solution

A Work Route Module was implemented within the ERP to provide a structured, location-based system for managing pharmacy visits. Management can plan area-based routes, track check-ins and check-outs with location, time and duration, follow current, completed and pending visits, and let reps add new pharmacies and record notes and orders in the field.

Results

- ✓ Reduced unnecessary travel through better route organisation
- ✓ Accurate monitoring of staff locations and visit durations
- ✓ Increased pharmacy coverage through additional locations
- ✓ Better visibility into individual staff performance
- ✓ Clear visibility of where staff need to go next
- ✓ Better understanding of daily available and utilised time
- ✓ Improved monitoring of new and ongoing visits
- ✓ Improved overall field-sales productivity



ForthApps ERP system gives us complete visibility into where our money is being spent and where revenue is being generated. This has enabled us to control costs and focus on our most profitable business areas.

Riyas VK, MD, Al Nahda Medical Store LLC, Sharjah, UAE



forthapps
By TRIAC Solutions

Smarter Routes. Better Visibility. More Visits.

Put your field team on the right route. Start a 14-day free trial, or talk to us about how the Work Route Module fits your distribution operation.

Get Started — Free

Request a Demo

14-day trial. No commitment. Cancel anytime.

Get in touch

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