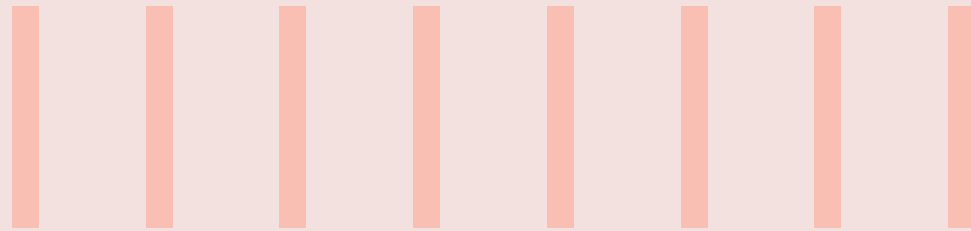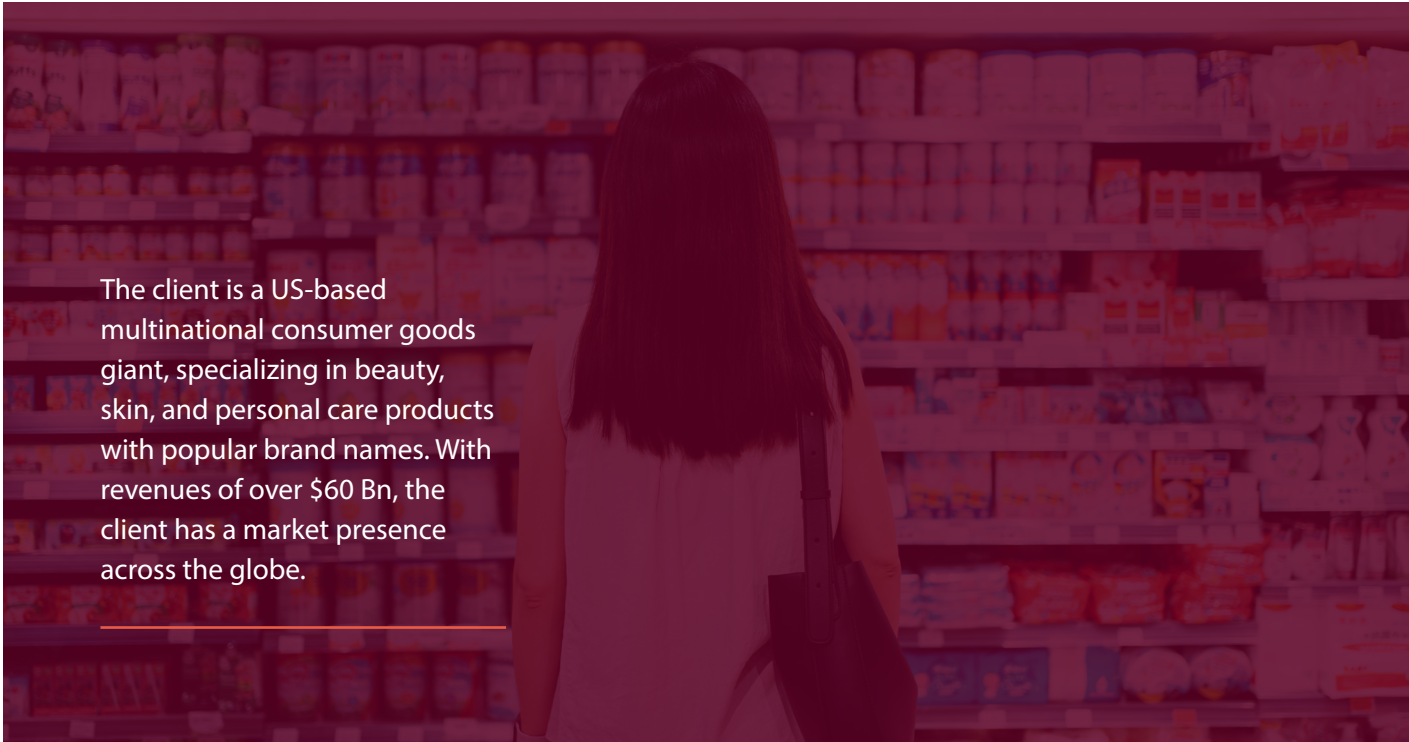# TURBOCHARGING SUPPLY NETWORK PERFORMANCE WITH INTELLIGENT CONTROL TOWERS

Abstract

A consumer goods giant partnered with Infosys BPM to bring in real-time visibility to the order status for its supply chains through the development of an intelligent Supply Chain Fulfilment Control tower. The team created a Power BI-based dashboard that provided enhanced visibility and control, which significantly increased self-serve queries by 20%, reduced back-and-forth emails between teams by ~40%, and improved agility by eliminating dependency on legacy reporting systems.

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The client is a US-based multinational consumer goods giant, specializing in beauty, skin, and personal care products with popular brand names. With revenues of over $60 Bn, the client has a market presence across the globe.

The Initial Fragmented Journey

The client faced myriad challenges due to a large number of manual order entries in one of the growing markets (22,000 semi-touch orders and ~700 manual orders), offline data base, and usage of multiple systems and fragmented processes in its order fulfilment journey. With 5 different teams and multiple systems involved, the client lacked visibility in order status through its lifecycle. This was further impacted by the incessant back and forth communication between the different teams that were involved in the order life cycle (order entry, fulfilment, and logistics among others). These led to delay in order execution and as a result, the team had to spend additional time beyond working hours to close orders on the same day to ensure that revenue was not left on the table.

Another issue was the lack of proactive actionable insights and alerts, along with a lagged KPI visibility. The manual effort expenditure by people and systems was high as well, due to the multiple reports generated in order to track order progress.

The resulting ineffective and inefficient supply chain had seriously impacted the client's commercial prospects. That's when the client decided to partner with Infosys BPM.

Piecing it all together

Infosys BPM conducted a solution workshop with an objective of bringing in the visibility in order management processes. After brainstorming and ideation, the outcome was to develop a fully automated order milestone visibility dashboard through Power BI providing near real-time order status. The team brought in its rich expertise across designing and developing an intelligent supply chain fulfillment control tower with prediction algorithms. The control tower captured data from all the stages of the supply chain, starting from the customer order acquisition, manufacturer until the end-consumer. The end-to-end visibility provided by the tower spanned across the various supply chain partners, enabling collaboration across all the involved parties. This real-time visibility becomes especially critical during unforeseen external events.

The team's breakthrough solution helped in the consolidation of data across multiple systems and reports. The development of a Power BI-based dashboard for the control tower enabled an effective way to monitor and view the most vital metrics of the supply chain immediately.

Moreover, it enabled the client to derive actionable insights on analytical parameters such as order milestones, order holds and errors in near real-time. The solution provided had the ability to drill down to exceptions and mitigate them by taking proactive remedial actions.

Transformation solution to deliver the value to client

Overall, the users across the fulfilment team were able to constantly track 5 channels and more than 20 KPIs across the growth market to ensure superior supply chain performance.

The Efficiency Boost

The solution implemented by the Infosys BPM team was the first step in the right direction and helped the client in manifold ways. The end-to-end visibility into the order life cycle resulted in the proactive resolution of holds and order errors. More importantly, the faster aggregation of data across the multiple teams resulted in:

- Faster resolution

- Increase in self-serve queries by 20%

- ~40% reduction in back-and-forth emails between teams

- Reduction in order status query by ~3 hours per day through self-serving the queries.

It also helped with an improved prediction of disruptions, better resilience and an enhanced response to unplanned events. Overall, the resolution and prioritization of critical issues in the client's supply chain received a boost with the implementation of the intelligent control towers.

The supply chain saw a significant increase in the percentage of on-time deliveries, an enhancement in customer experience as well as a reduction in total effort. In addition, the customer critical metrics like value fill rate (VFR) was captured through dashboard allowing near real-time visibility, which in turn supported in order prioritization and decision making. It is no secret that the collaboration between the client and Infosys BPM not only helped enhance the KPIs, but also helped with significant business benefits.

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