



**CELEBAL**  
TECHNOLOGIES

# CPG Explorer

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# Celebal Tech - Our Specializations and Strengths



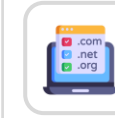
## Key Strategic Partnerships



## Advanced Specialization



- AI & Machine Learning
- Analytics
- Infra and Database Migration to Microsoft Azure
- Kubernetes
- Cloud Security



Deep Domain Expertise



ISD Approved Partner



Azure Open AI industry driven Co-pilots.



ECIF Green+ AMM + Azure Innovate



AI Solutions To Help Retire AI Design Wins



IP Co-sell Partner with Marketplace Transaction and MACC enabled Solutions

**3000+**  
Employees

**1500+**  
Azure Certification

**800+**  
AI Experience Professionals

**250+**  
SAP Experts

## Industries We Serve Globally



Manufacturing



Retail & CPG



Financial Services



Energy & Sustainability



Healthcare & Life Sciences

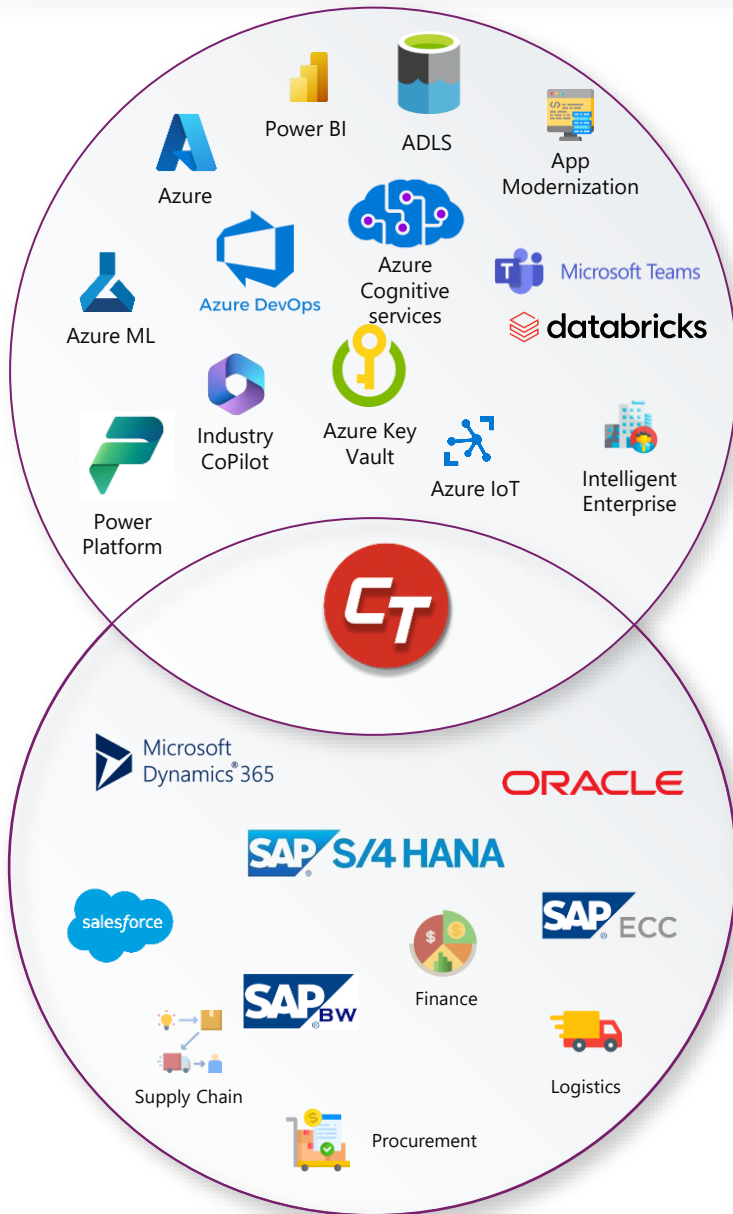


Media & Entertainment

US | INDIA | EUROPE | CANADA | APJ | MIDDLE EAST | AUS



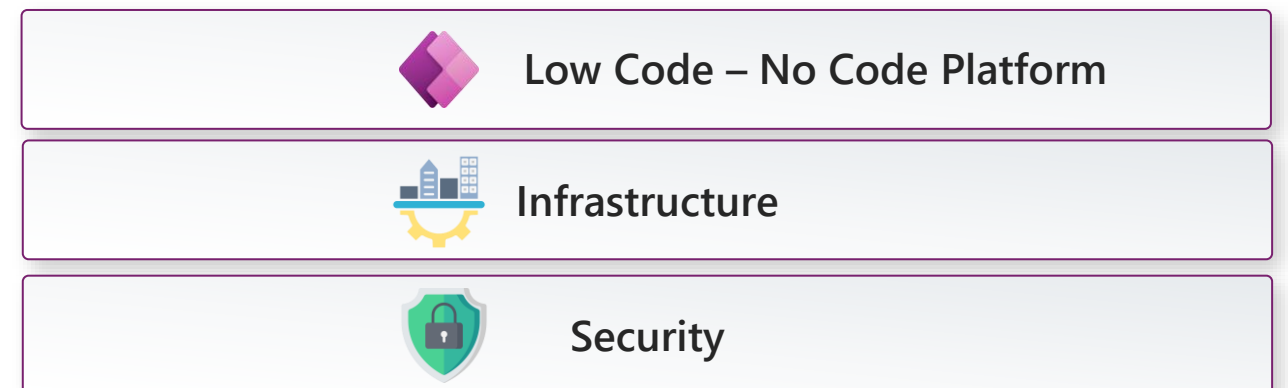
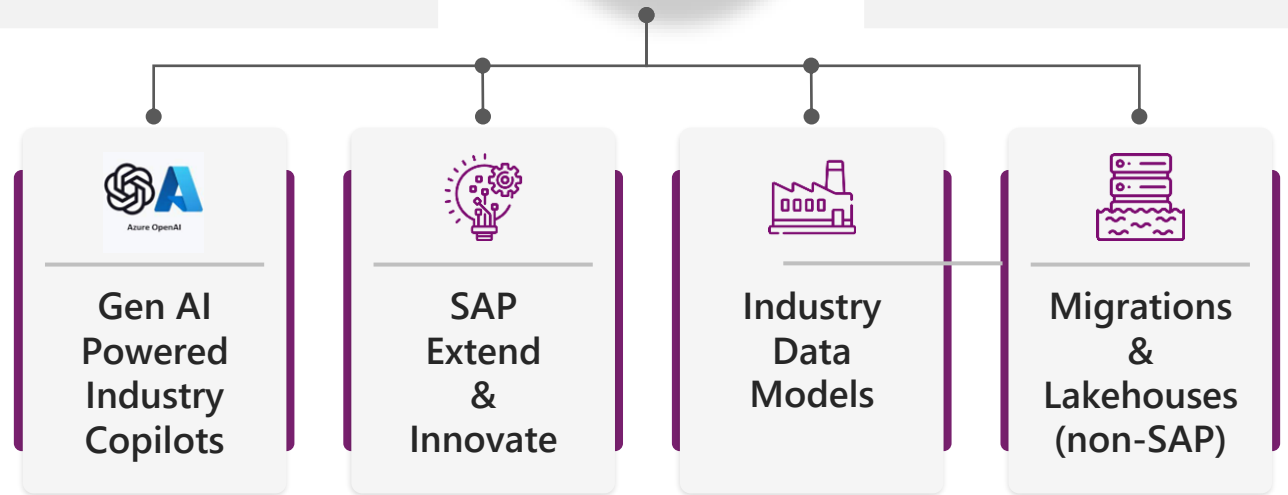
# Traditional Enterprise meets Modern Cloud Innovation



- Deep Domain Expertise
- Open AI industry driven Copilots
- Premium Partner for SAP Extend and Innovate
- ECIF Green & Azure Innovate and AMM Cert.



- Partners with Microsoft Research
- IP Cosell Partner with Marketplace Transaction
- MACC enabled Solutions
- ISD Approved Partner



# Business Value for Copilot enabled CPG Explorer

## Business Opportunity

- End-to-End Supply Chain Visibility
- Improved Sales and Revenue Insights
- Customer Retention and Loyalty
- Personalized Marketing Campaigns
- Sustainability and Compliance Tracking



## Solution

A comprehensive solution offering persona-specific LLMs to access product information, store policies, and production planning, combined with Gen AI-powered analytics to enhance inventory visibility, maximize sales, improve customer experience, and optimize merchandising strategies.

## Persona Benefits and Value Creation



### Procurement Manager

- Supplier performance visibility
- Enhanced procurement planning



### Production Manager

- Enhanced production monitoring
- Streamlined operations



### Supply Chain Manager

- Supply chain visibility
- Streamlined stakeholder collaboration



### Retail Operations Manager

- Enhanced merchandising and pricing
- Enhanced store performance benchmarking



### Sales Manager

- Sales performance tracking
- Enhanced Channel management



### Marketing Manager

- Create targeted campaigns
- Improved channel spend



### Sustainability Manager

- Visibility into waste and carbon footprint
- Tracking of sustainability metrics

## Solution Content

### Playbook

#### Document Types

- Product Catalog
- Store Policies
- Customer Service Guidelines
- SOP's
- Marketing Campaigns
- Promotional Materials
- Store Details
- Compliance and Legal Documents

### Analytics

- Supplier Performance
- Procurement Overview
- Inventory Health
- Production Performance
- Order Fulfillment
- Market Performance
- Sales Performance
- Carbon & Energy Impact
- Demand Planning
- Customer Satisfaction
- Waste Management

## Customer Key Facts



### Implementation Window

~ 13 ~ 14 Weeks



### Implementation Cost

~ \$105k - \$120k

### ROI



- 15 to 25% Increase in revenue per SKU
- 10 to 20 % Reduction in overstock, stockouts & dead stock
- 10 to 15 % Reduction in consumer attrition

## Dashboards (7) KPIs (65)



Supplier Performance



Inventory Health



Production Performance

## Documents (1000)



SOP



Store Policies



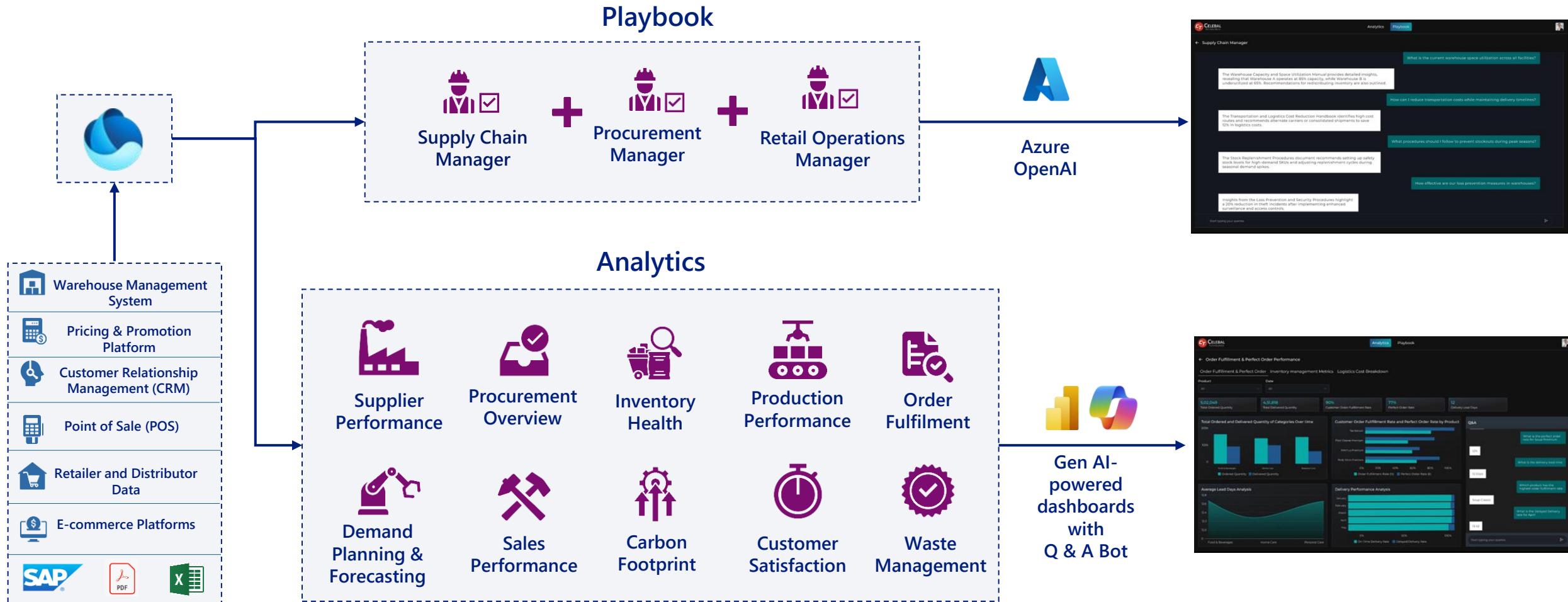
Product Catalog



Customer Service Guidelines

# Overview of Solution : Copilot enabled CPG Explorer

	Industry Standard Data Models			Preconfigured Dashboards	Persona Configured Gen-AI Industry LLM			
	Visualization	Solution	Technology	Values	Timeline	ACR	Implementation Cost	ROI
<b>CPG Explorer Playbook</b>	Web/MS Teams/ Mobile Enabled	Azure Open AI powered Chatbot for Supply Chain Manager, Procurement Manager, Retail Operations Manager	Azure Open AI	<ul style="list-style-type: none"> <li>Instant access to SOPs</li> <li>Instant product quality checklists</li> <li>Quick data retrieval for contract related query</li> <li>Compliance document help</li> </ul>	~ 13 -14 weeks Assuming readiness as per prerequisites	\$25K to \$30K Per Month	~ \$105K-120K*	<ul style="list-style-type: none"> <li>8 to 15% Improvement in Production Efficiency</li> <li>10 to 20 % Improvement in Supply chain Efficiency</li> </ul>
<b>CPG Explorer Analytics</b>	Power BI/ Web/ Mobile Enabled	Copilot Enabled Pre-configured Analytics for Supplier Performance, Inventory Health and Production Planning	Fabric Power BI Copilot	<ul style="list-style-type: none"> <li>Supplier performance insights</li> <li>Inventory visibility</li> <li>Sustainability metrics visibility</li> <li>Faster response to market trends</li> <li>Enhanced Decision-Making with Contextual Recommendations</li> </ul>				<ul style="list-style-type: none"> <li>10-20% Reduction in Procurement Costs</li> </ul>



## Analytics Value for Procurement Manager

- Supplier performance visibility
- Enhanced demand visibility to optimize procurement planning
- Insights into procurement costs

### KPIs (25)

Total PO Quantity

Defective Qty

Monthly Trend of PO Placed (In Units)

PO Fulfilment Rate

Supplier Defect Rate

Supplier Defect Rate Analysis

Cost Of Goods Purchased

Procurement Expenses Of Materials

Total Received Quantity

Top Materials Ordered (In Units)

Open PO Rate For Category

On-Time Delivery

PO Fulfillment Rate by Supplier

Price Trend Analysis

Total Freight Cost

Cost of Raw Material Purchased

Open PO Quantity

Total Quantity Ordered vs. Received (In Units)

Total Suppliers

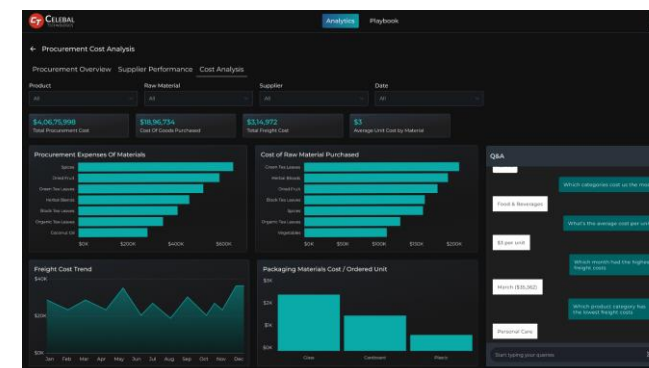
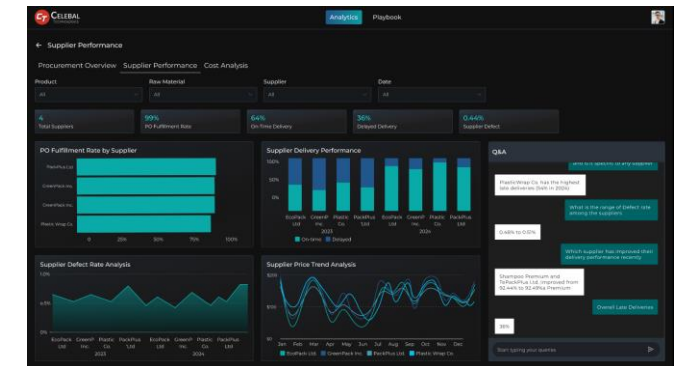
Delayed Delivery

Supplier Delivery Performance

Total Procurement Cost

Average Unit Cost by Material

Freight Cost Trend



## Playbook Value for Procurement Manager

- Easy access to supplier performance reports for reference
- Quick retrieval of critical information

### Documents

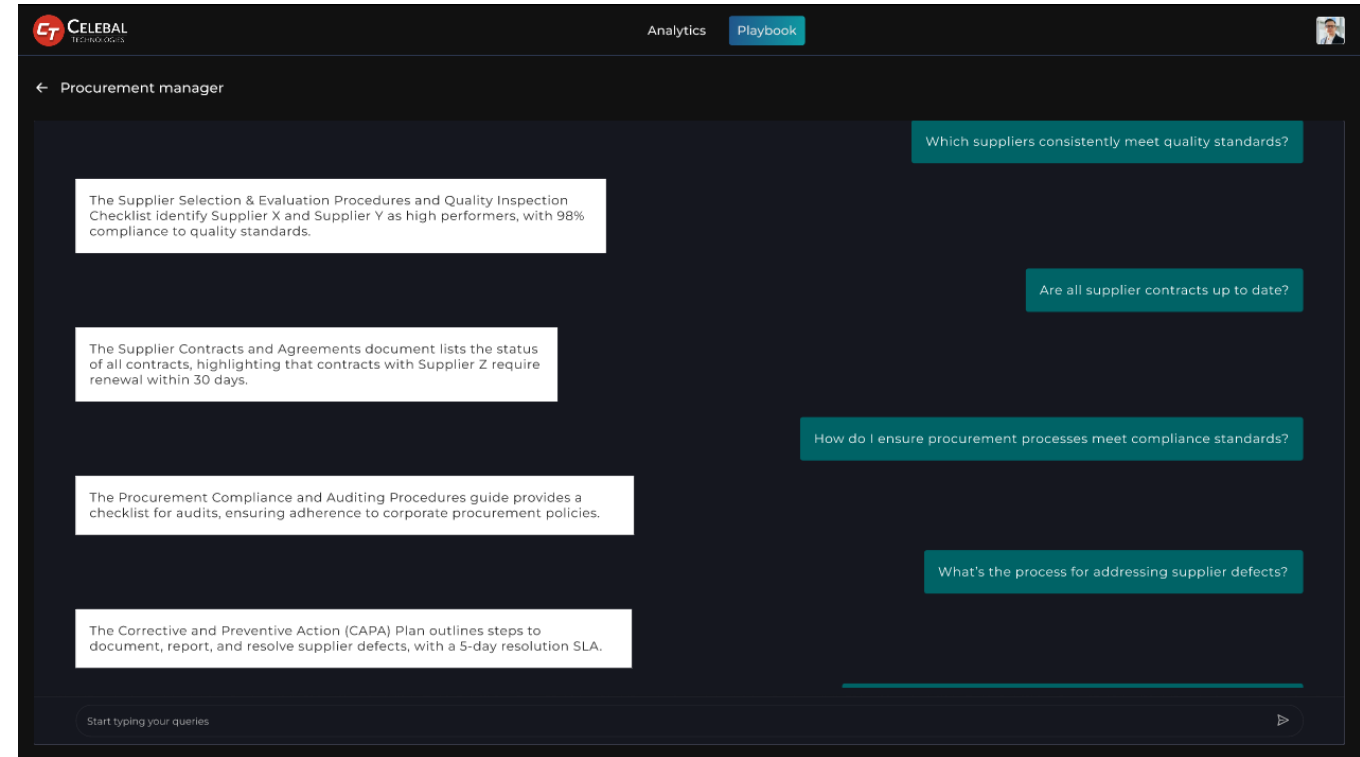
Supplier Selection & Evaluation Procedures

Purchase Orders

Quality Inspection Checklist

Inventory Cycle counting procedure

Procurement Compliance and Auditing Procedures



## Analytics Value for Supply Chain Manager

- End-to-end visibility of inventory levels across
- Enable better stock planning & minimize stockouts
- Enhanced product availability
- Improved lead time & reduce backorders

### KPIs (18)

Total Ordered Qty

Total Delivered Qty

Customer Order Fulfilment Rate

Perfect Order Rate

Delivery Lead Days

Total Ordered & Delivered Qty of Categories Over time

Customer Order Fulfilment & Perfect Order Rate by Product

Average Lead Days Analysis

Delivery Performance Analysis

Inventory Turnover Ratio

Days of Inventory on hand

Stock Out Rate

Inventory Turnover Ratio Across Various Categories and Products

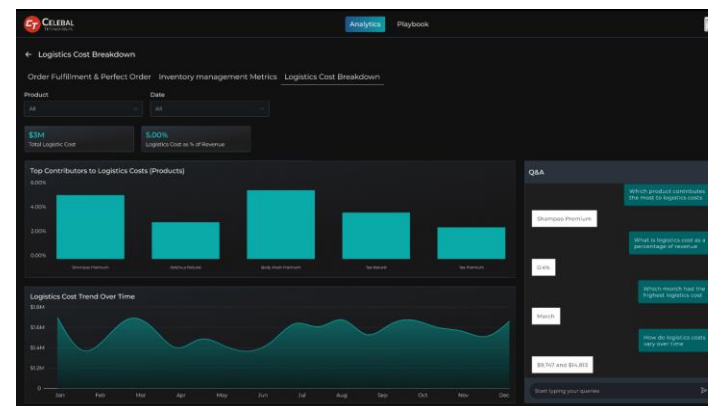
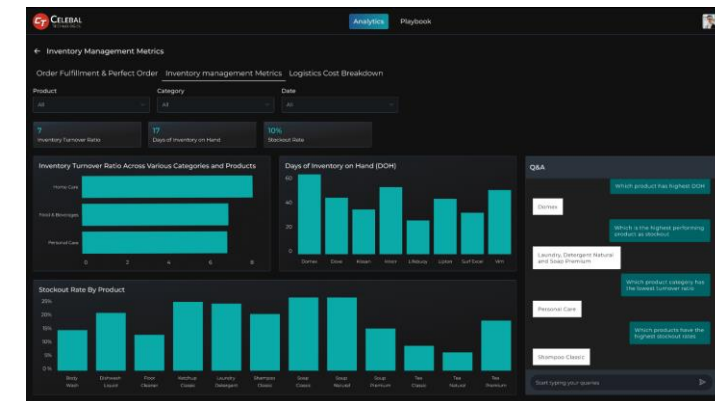
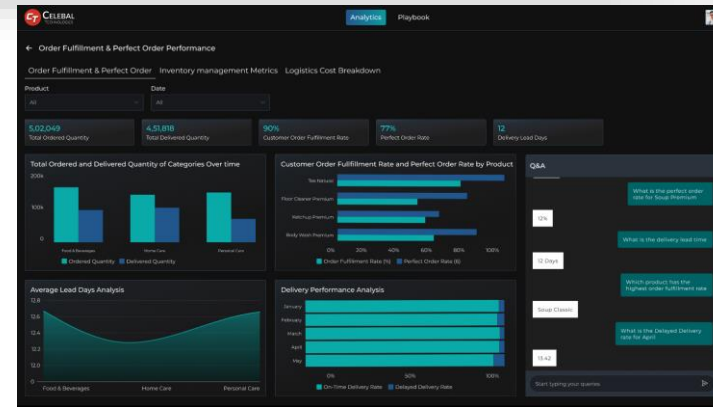
Stock Out Rate by Product

Total Logistic Cost

Logistics Cost as % of Revenue

Top Contributors to Logistics Costs (Products)

Logistics Cost Trend Over Time



## Playbook Value for Supply Chain Manager

- Easy access to supplier contracts and agreements for reference and compliance checks
- Quick retrieval of NDA document information

### Documents

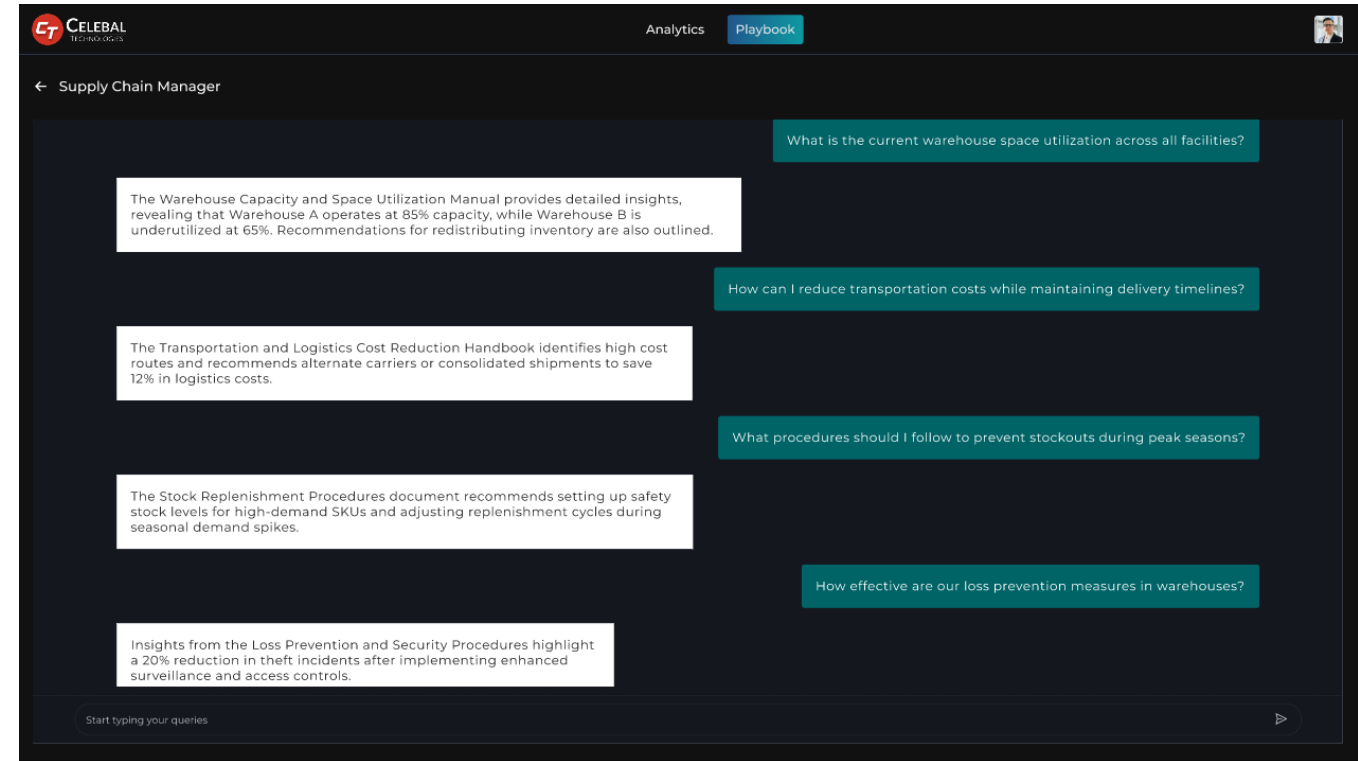
Stock Replenishment Procedures

Transportation and Logistics Cost Reduction Handbook

Warehouse Operations Guide

Service Level Agreements (SLAs)

Warehouse Capacity and Space Utilization Manual



## Analytics Value for Production Manager

- Production performance visibility
- Reduced downtime through proactive planning
- Improved cost efficiency by analyzing waste and energy usage patterns.

### KPIs (17)

Target Production Quantity (In Units)

Actual Production Quantity(In Units)

OEE

Yield

Defect Rate

Target Production Quantity vs. Actual Production Quantity (In Units)

OEE Analysis

Yield Performance Per Product Category

First Pass Quality Over Time

Energy Consumption (kWh)

Average Operating Hours

Average Downtime Hours

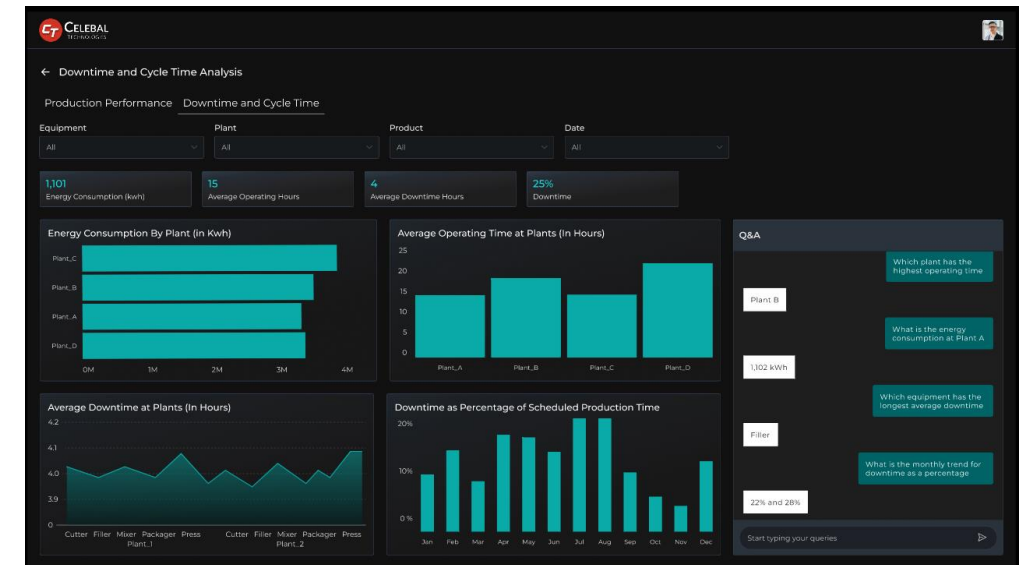
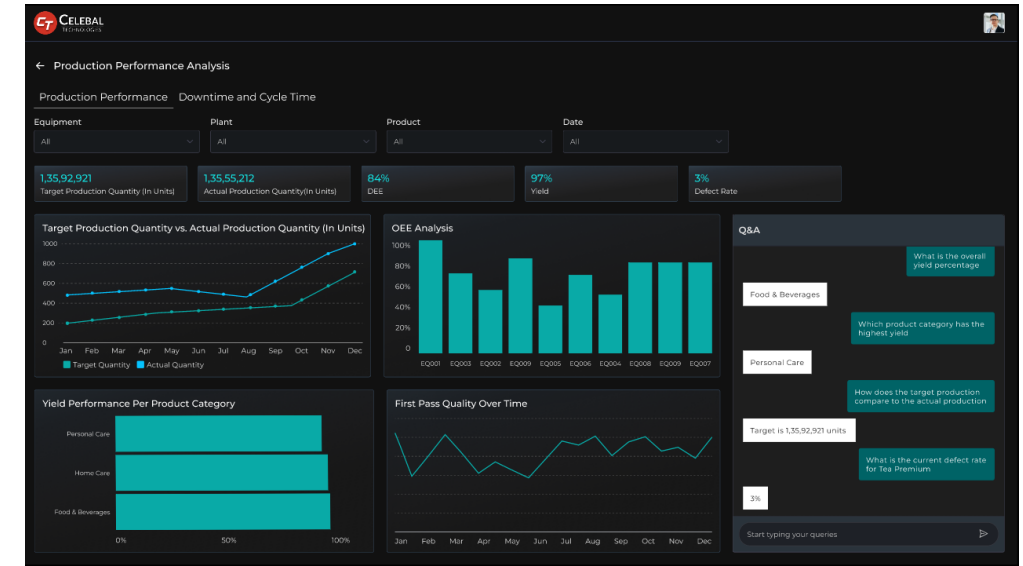
Downtime

Energy Consumption By Plant (in kWh)

Average Operating Time at Plants (In Hours)

Average Downtime at Plants (In Hours)

Downtime as Percentage of Scheduled Production Time



## Analytics Value for Sales Manager

- Enhanced sales strategies to boost overall growth.
- Enhanced customer experience & retention
- Reduced churn with customer-specific insights and targeted sales strategies
- Align with cross-selling and upselling opportunities

### KPIs (5)

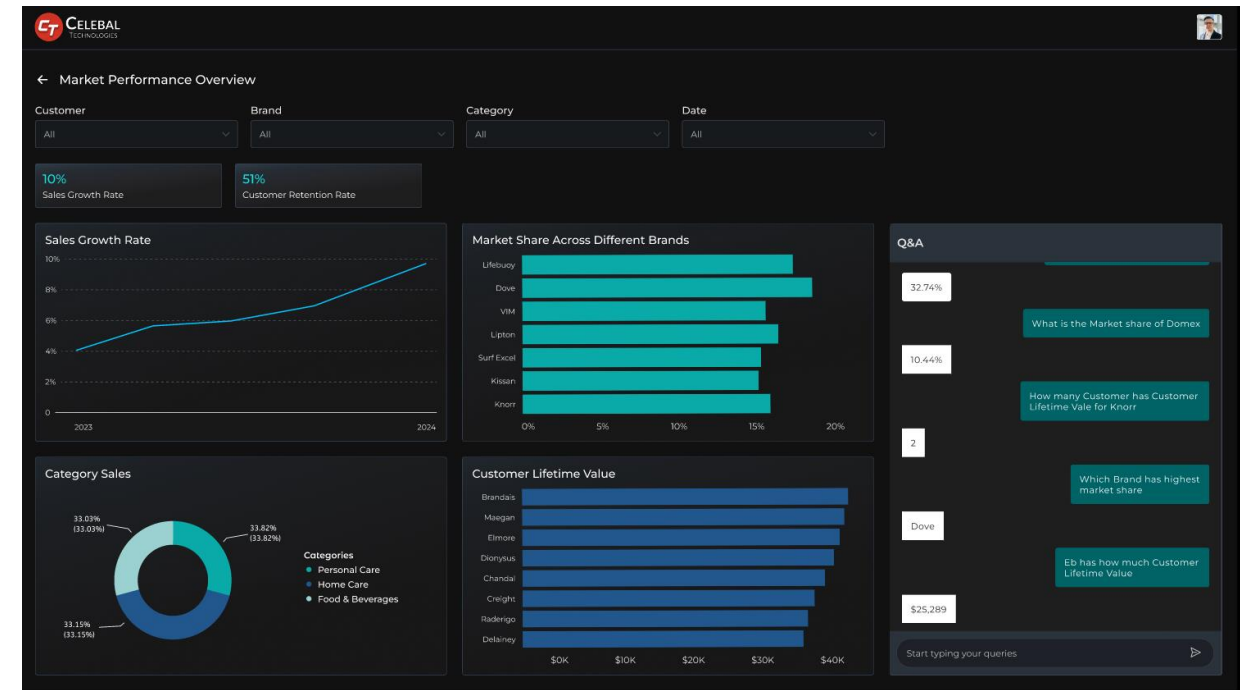
Sales Growth Rate

Customer Retention Rate

Market Share Across Different Brands

Category Sales

Customer Lifetime Value



## Analytics Value for Marketing Manager

- Marketing efforts effectiveness visibility
- Enhanced customer experience & retention
- Enhanced promotions & campaigns strategies
- Analyze campaign performance and ROI

### KPIs (7)

Total Budget

Total Revenue  
Generated

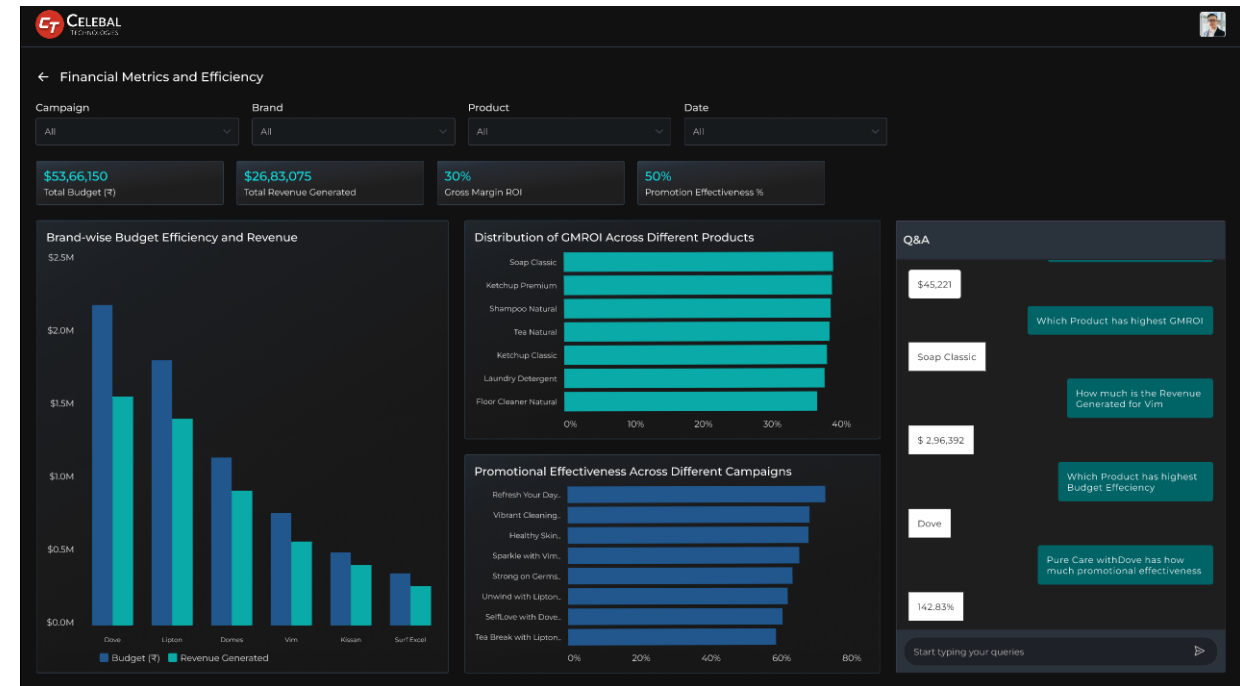
Gross Margin ROI

Promotional  
Effectiveness (%)

Brand-wise Budget  
Efficiency & Revenue

Distribution of GMROI  
Across products

Promotional  
Effectiveness Across  
Different Campaigns



## Analytics Value for Sustainability Manager

- Enhanced visibility into sustainable sourcing practices across the supply chain
- Energy consumption insights
- Visibility into waste management

### KPIs (19)

Total Carbon Footprint (kg CO<sub>2</sub>)

Avg Carbon Footprint per Product

Avg Energy Consumption (kWh)/unit

Avg Water Usage (In Liters)/unit

Carbon Footprint per Product (kg CO<sub>2</sub>)

Share of Carbon Footprint by Region (kg Co<sub>2</sub>)

Energy Consumption Trend Over Time (kWh)/unit

Water Usage Per Product (In Liters)/unit

Waste Reduction Rate

Recyclable Packaging

Total Waste Generated (kg)

Waste Reduction Rate For a Product In a Month

Waste Usage Efficiency

Distribution of Recyclable Packaging by Product Category

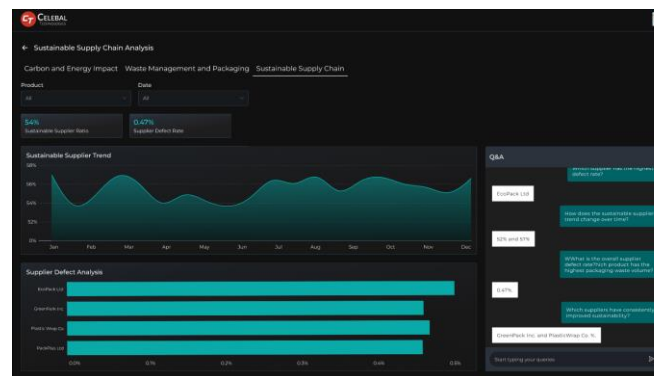
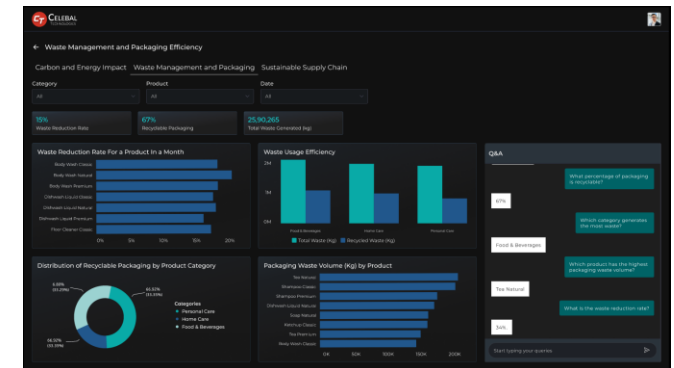
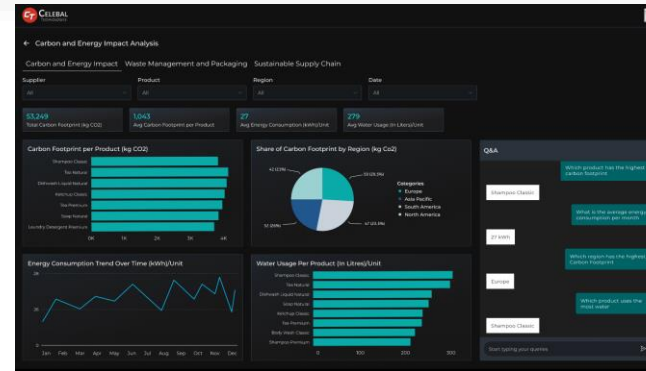
Packaging Waste Volume (Kg) by Product

Sustainable Supplier Ratio

Supplier Defect Rate

Sustainable Supplier Trend

Supplier Defect Analysis



## Analytics Value for Retail Operations Manager

- Improved store-level inventory management
- Store performance insights
- Enhanced merchandising strategies

### KPIs (11)

On-Shelf  
Availability

Out of Stock  
Rate

Average Basket  
Size

On-Shelf Availability  
Of Brand

Top 5 Products By  
Out-of-Stock Rate

Stock Distribution  
by Store

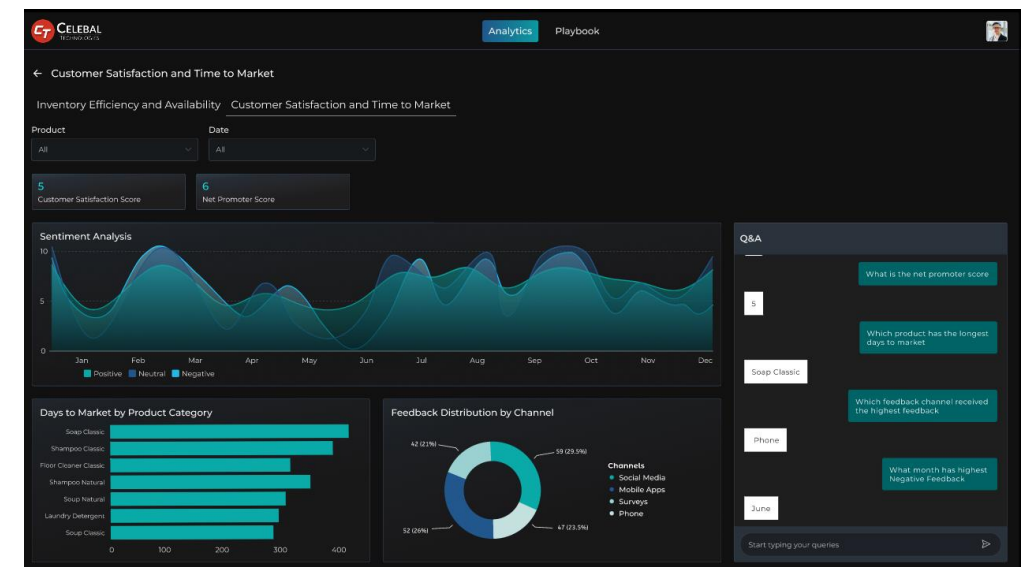
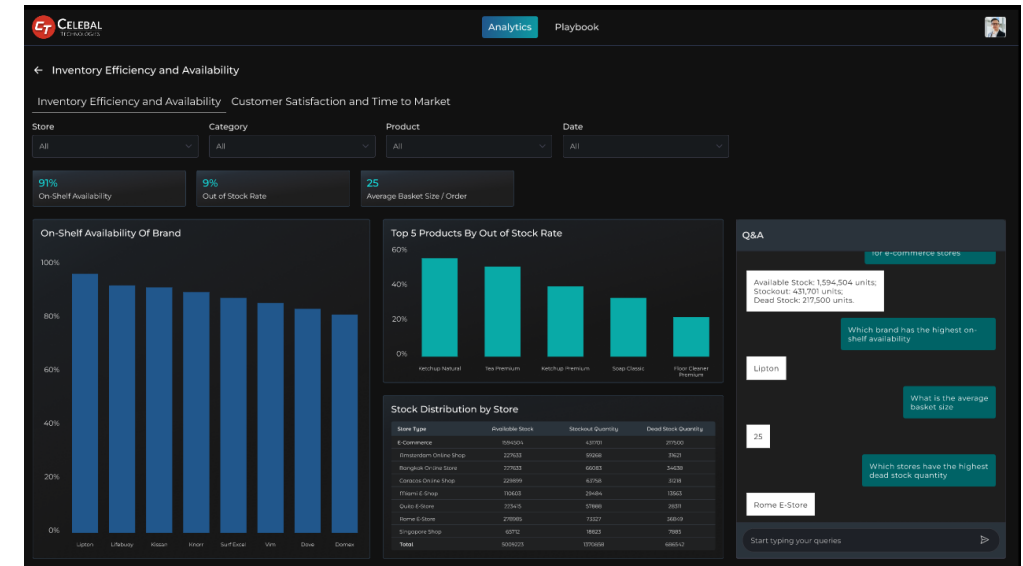
Customer  
Satisfaction Score

Net Promoter Score

Sentiment  
Analysis

Days to Market by  
Product Category

Feedback Distribution  
By Channel



## Playbook Value for Retail Operations Manager

- Easy access to Store performance and sales reports
- Quick retrieval of information

### Documents

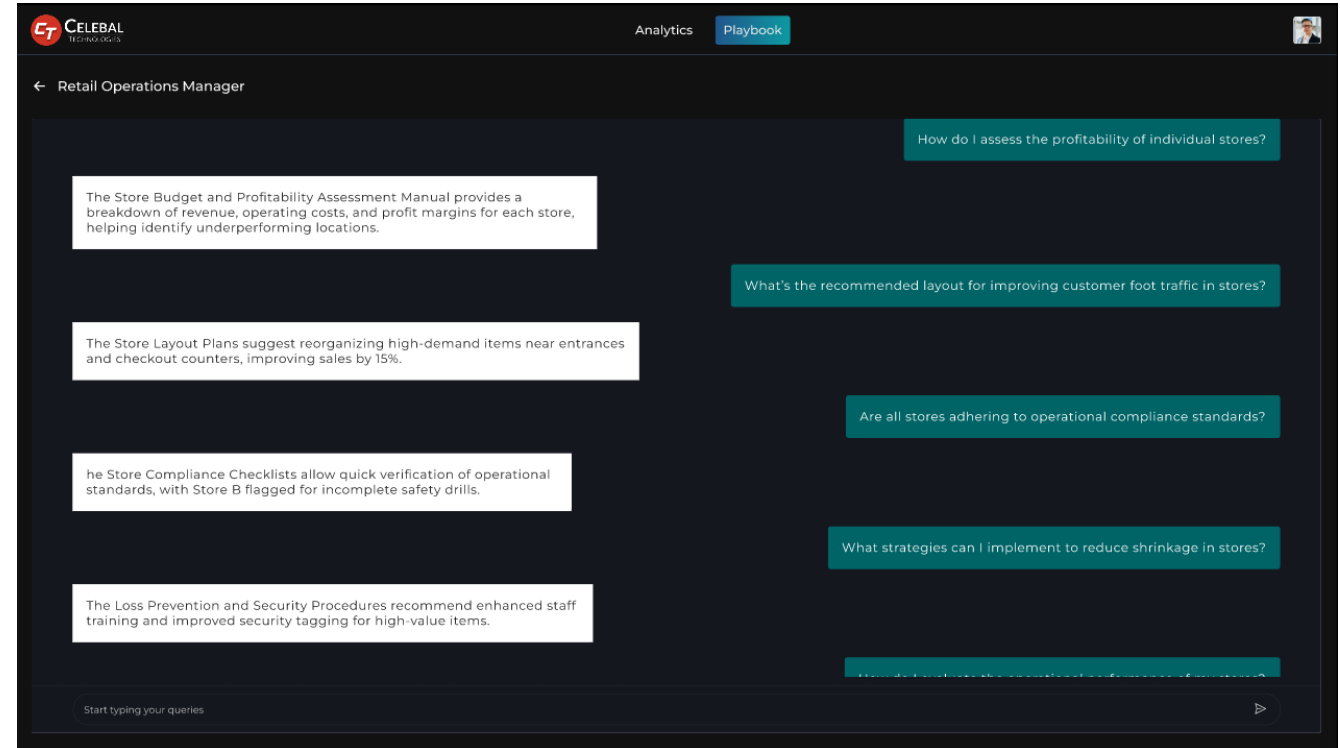
Store Layout Plans

Store Performance and Operations Manual

Store Budget and Profitability Assessment Manual


Loss Prevention and Security Procedures

Store Compliance Checklists



Tables  
(13)

EKKO  
EKPO  
EKBE  
LFA1  
MARC  
MARD  
MSEG  
KNA1  
VBRK  
AFKO  
AFVC  
MBEW  
LIPS



**EKKO**

- Supplier PO Quantity
- Open PO
- Lead time
- Price trend

**EKPO**

- PO quantity
- Received Quantity
- OTD

**EKBE**

- Freight Cost

**LFA1**

- Supplier Info

**MARC**

- Inventory turnover ratio
- Days of Inventory

**MARD**

- Stockout
- Stock Distribution

**MSEG**

- Total Delivered quantity
- Order fulfillment rate

**KNA1**

- Customer Retention
- NPS
- CSAT

**VBRK**

- Perfect order rate
- Revenue
- GMRol

**AFKO**

- Production Target
- Actual Production

**AFVC**

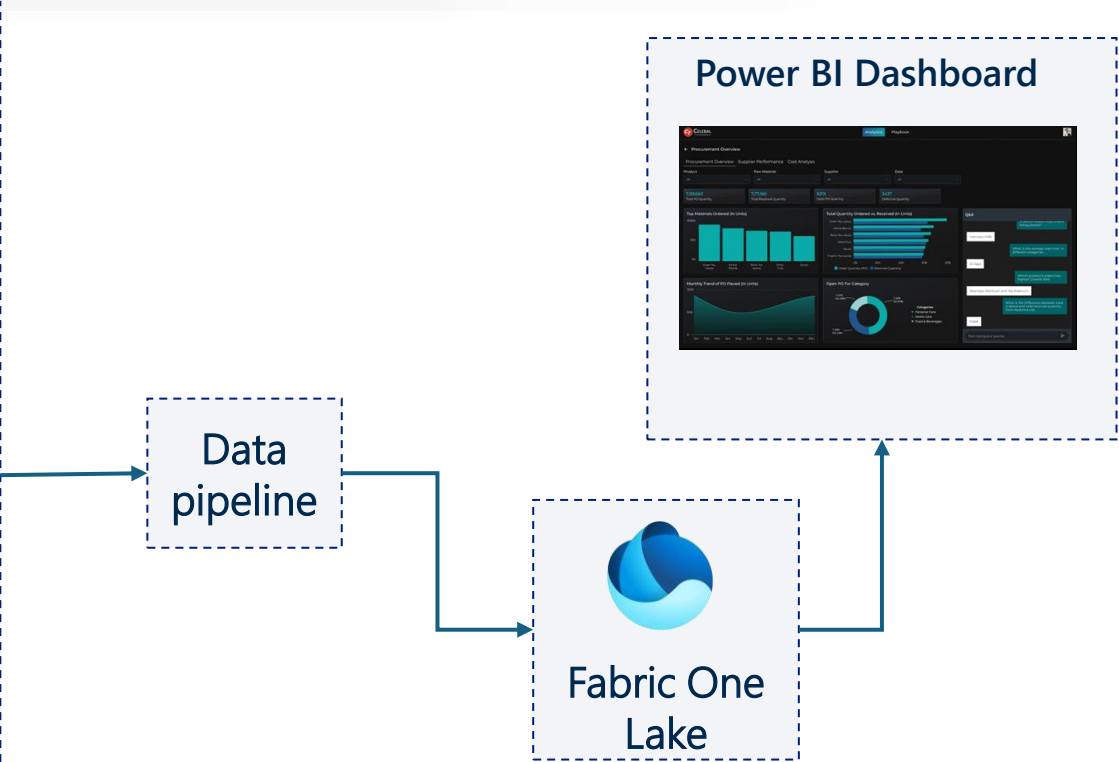
- Yield
- Downtime

**MBEW**

- Procurement Cost

**LIPS**

- Logistic Cost

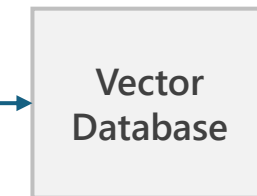
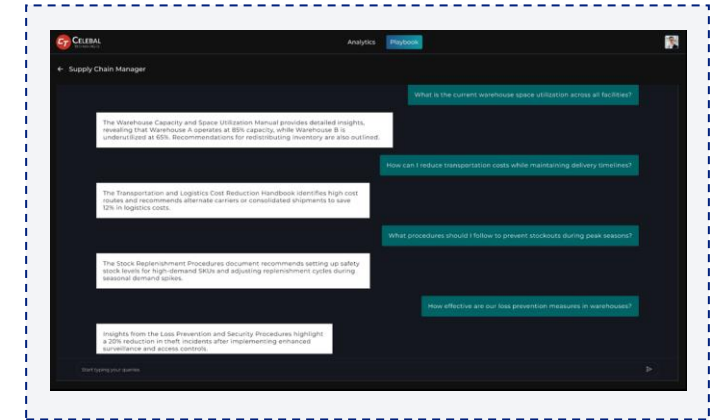


KPIs  
(102)

PO Fulfilment Rate	Stockout Rate	Supplier Defect Rate	ATV	Customer Retention Rate	Sales Conversion Rate	Total Carbon Footprint	Waste Usage Efficiency	MAE	Energy Consumption
Defect Rate	Promotional Effectiveness (%)	Downtime	Demand Variability	Net Promoter Score	Forecasted vs Actual Demand	Yield	Total Sales	Dead Stock Qty	OEE

## Documents

- Supplier Selection & Evaluation Procedures
- Purchase Orders
- Quality Inspection Checklist
- Inventory Cycle counting procedure
- Procurement Compliance and Auditing Procedures
- Contract Negotiation and Management Manual
- Vendor Performance Monitoring Procedures
- Purchase Requisition and Approval Workflow
- Supplier Diversity and Inclusion Policy Guide
- Stock Replenishment Procedures
- Transportation and Logistics Cost Reduction Handbook
- Warehouse Operations Guide
- Service Level Agreements (SLAs)
- Warehouse Capacity and Space Utilization Manual
- Supplier Relationship Management Manual
- Risk Management in Supply Chain Manual
- Lean Supply Chain Optimization Guide
- Change Management in Supply Chain Procedures
- Store Layout Plans
- Store Performance and Operations Manual
- Store Budget and Profitability Assessment Manual
- Loss Prevention and Security Procedures
- Store Compliance Checklists
- Sales Target and Performance Tracking Guide
- Store Audit and Inspection Guidelines
- Loyalty Program Implementation Handbook
- Store Maintenance and Upkeep Procedures



Gen AI

**\*\* Solution limits up to 1000 documents from the above samples**



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# Thank You