



# Connected Intelligence – Supply Chain

A Force Multiplier  
Powered By Discovery

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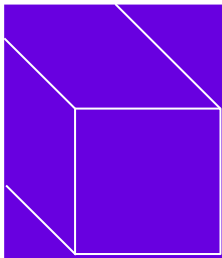
C5i

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With a boom in multinational companies and their adoption of omnichannel business models, the supply chain complexity has increased exponentially. As a global digital ecosystem, the supply chain is dependent on the synchronized activities of suppliers, manufacturers, logistics companies, retailers, customers, and other partners along the value chain. Optimized management of the supply chain, with technology supporting end-to-end visibility; drives innovation, product development, and seamless delivery at low costs.

Even though over **four trillion** products are manufactured, sold, and delivered annually, complete visibility into the lifecycle of each product remains a major challenge for most companies. The ecosystem of companies, partners, suppliers, customers, and customer service operations, each have their own infrastructure and business processes.

The absence of a unified supply chain management system restricts transparency, resulting in siloed information. This not only affects operational efficiency, but is a roadblock to optimizing revenue, agility, and sustainability.



" A **survey** conducted by MIT found that out of the companies that have invested in supply chain transparency, **81%** still do not enjoy complete visibility into their supply chain. This is where a connected supply chain comes into play."



## SO, WHAT EXACTLY DO WE MEAN BY CONNECTED SUPPLY CHAIN?

In the ever-evolving landscape of business and commerce, the importance of a seamless and efficient supply chain cannot be overstated. With the advent of connected technology, companies are now able to tap into the vast potential of data- driven insights and decision-making. Welcome to Supply Chain Connected Intelligence, where we explore the innovative ways it is transforming the supply chain, from end to end.

A connected supply chain is about bringing together disparate and siloed business functions, ensuring 100% visibility into the entire organizational data in real-time. It is not just about having an integrated system that offers greater visibility, but about having a single system that communicates between business functions, shares data, generates insights, and offers value to every key account manager and decision-maker.

It should also be clear that the connected supply chain is a program of digital transformation. It relies heavily on the new and disruptive digital technologies such as the cloud, Internet of Things (IoT), big & small data, B2B integration, AI, predictive and prescriptive analytics. Organizations can enable complete connectivity and transparency to drive smarter, more flexible, and increasingly agile ways of working across the entire trading partner community involved in the supply chain.

The following sections highlight some of the primary concerns while setting up a system for supply chain connected intelligence, and the value it offers to key business personnel.

## KEY CHALLENGES AND PRIORITIES FOR ESTABLISHING A CONNECTED SUPPLY CHAIN

While setting up your pilot project for connected intelligence within your supply chain, or upgrading your existing system, here are some common concerns to account for:



Demand volatility, production bottlenecks, rising raw material & transport costs, and logistics chaos are causing turmoil in global supply chains.



The post-Covid world is characterized by shorter demand cycles, e-commerce, and closer direct-to-consumer relationships.



Consumers continue to expect fast and convenient delivery.



More agile supply chains have become a permanent feature on company agendas. Optimizing the supply chain cost and reducing the process waste is important.

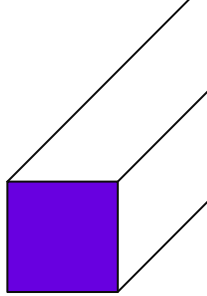


Amid persistent uncertainty, companies look to both build stronger supply-chain partnerships and explore alternatives such as near-shoring.



With concerns addressed and the system being set into motion, every business needs to be aware of the value they can generate from a connected supply chain, and how to go about it.

## CREATING VALUE FROM SUPPLY CHAIN CONNECTED INTELLIGENCE



There are a lot of benefits to setting up a connected supply chain, but organizations need to have the right approach to make the most of it. An understanding of what is imperative paves the way for the right approach to address them.

### Imperatives

Decisions made today deal more with **complexity and uncertainty**.

**Consumer experience** is the key to growth, as there is high fragmentation.

Decision alternatives need to be evaluated in a **context-sensitive** manner.

Decision-making is becoming a much more **continuous process**.

Digital acceleration has increased the need for **collaboration**.

### Approach

Focus on a **global optima** by bridging functional silos.

Improvement through **continuous learning**.

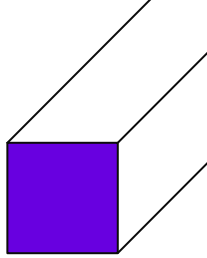
**Sharing of data and insights** across organizational boundaries.

Organizations need to keep their **options** open.

Ability to **experiment** and fail fast.

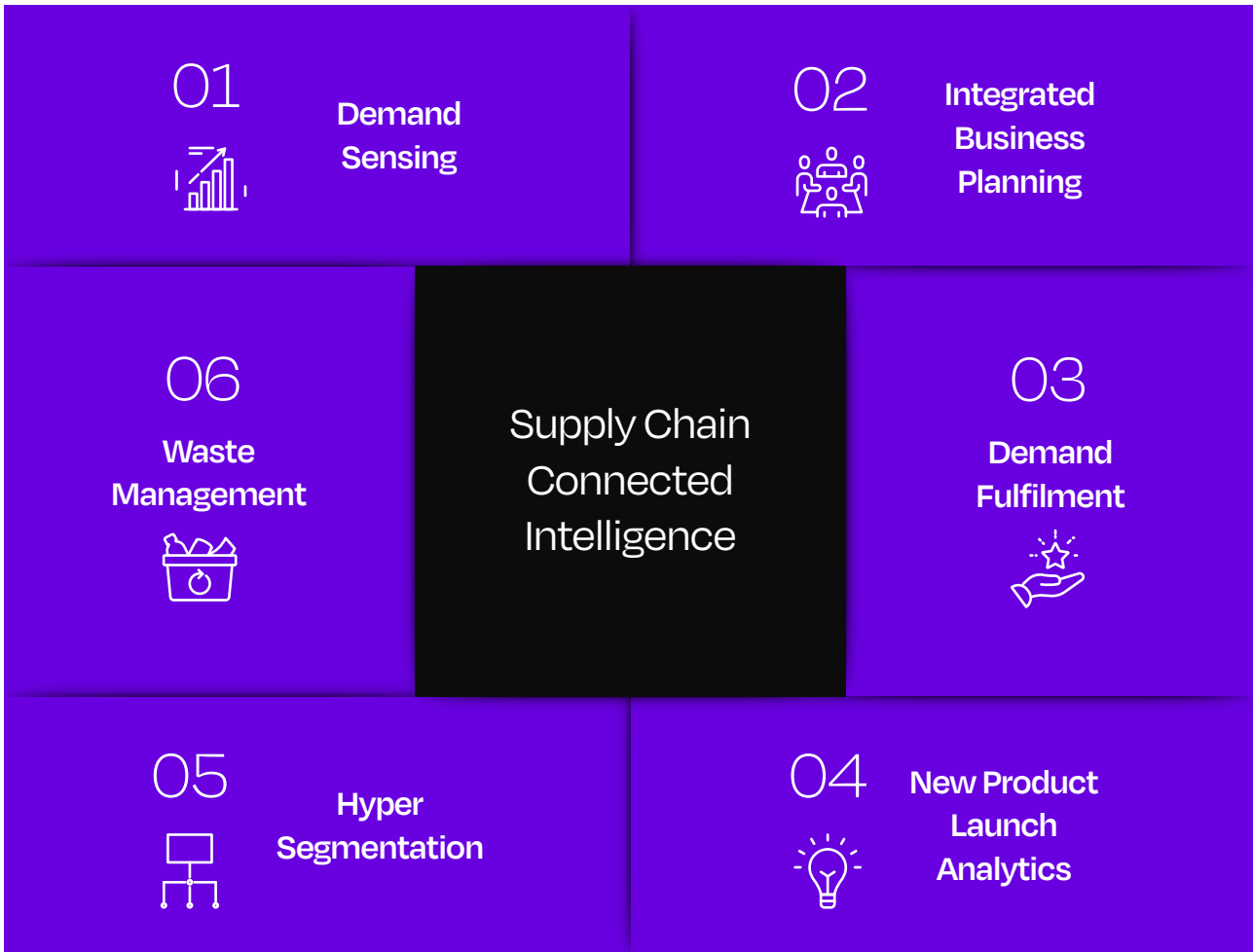
**Augmented insights** where actions and work are repeatable, and data can add intelligence.

# IDENTIFYING YOUR NORTH STAR



The “North Star approach” simply refers to having a well-defined direction and specific organizational objectives for each business function and the organization as a whole. If you don’t know where you want to go, how do you decide how to reach your destination?

The North Star approach to Supply Chain Analytics capabilities is built upon the execution of 6 core functions that are connected, contextual, and continuous.



**01 Demand Sensing** – Inputs from POS, eCommerce, channel sales, distributors, and retailers; collaboration with network partners; and demand shaping based on consumer behavior.

**02 Integrated Business Planning** – Demand and Supply Review to meet consumer demand and address capacity gaps; OOS determination and creation of replenishment plan; integrated reconciliation of financial implications.

**03 Demand Fulfillment** – Order Promising/Re-Promising; allocation-based ATPs; customer prioritization; address penalties.

**04 New Product Launch** – Use social media to analyze ratings and reviews, and build product characteristics.

**05 Hyper Segmentation** – Supply chain segmentation; segmented inventory policies; targeted campaigns by customer segments.

**06 Sustainability** – Machine learning-based prediction of returns/damages/stales; edge analytics/IOT-based real-time visibility.

# STEPS TO CONNECTED INSIGHTS AS PER THE NORTH STAR FRAMEWORK

Key business questions for each problem theme, demand a rapid and connected response. So, the insights will be more impactful if we connect them as per the North Star Framework. The connection can be driven in two steps:

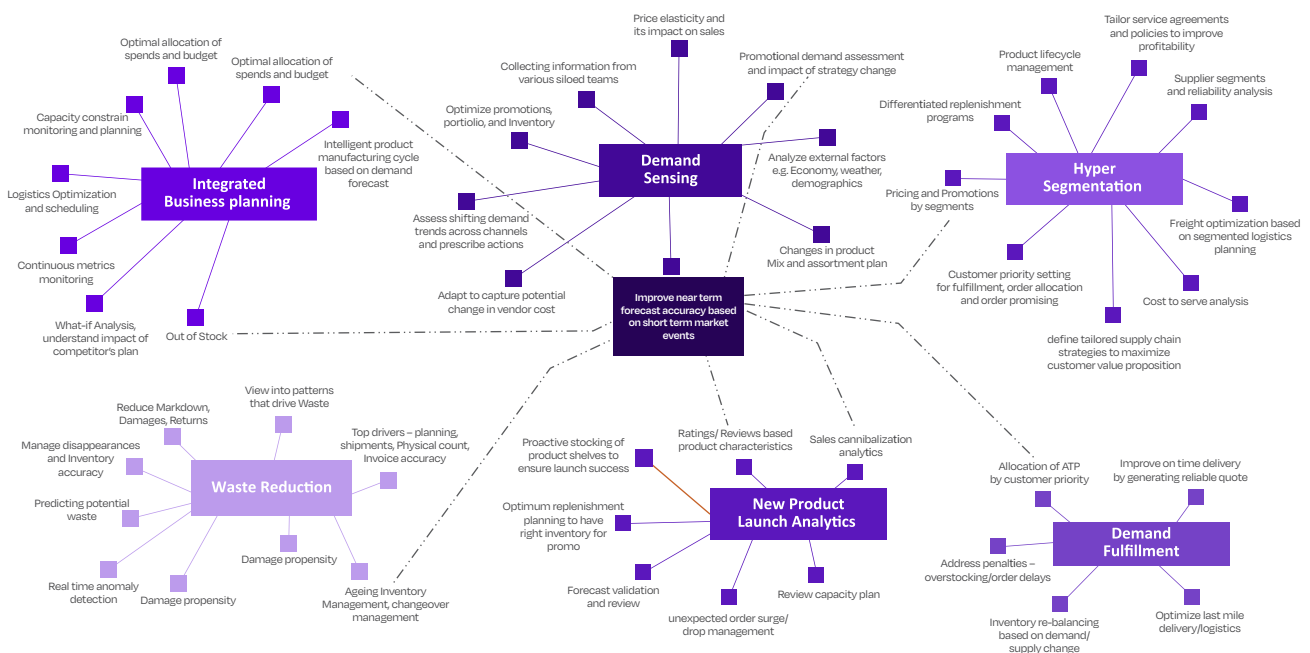
## Step 1

Machine learning algorithms such as Latent Semantic Analysis applied on functional design documents in an enterprise.

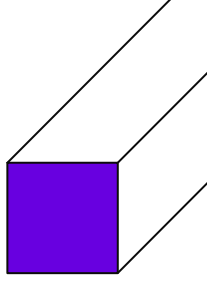


## Step 2

Applying heuristics by experts, to refine the inter-connections defined by machine learning.



# A UNIFIED PLATFORM FOR A CONNECTED SUPPLY CHAIN POWERED BY DISCOVERY



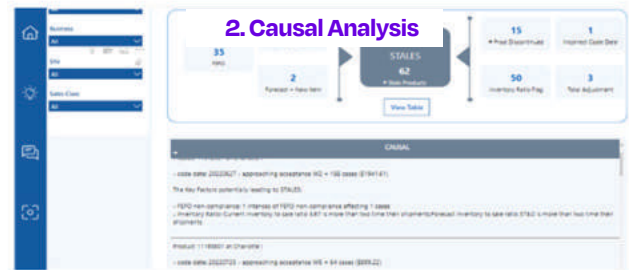
The greatest advantage offered by a supply chain connected intelligence is the integrated platform connecting disparate business functions and siloed data, for a unified view of the organization as a whole. Orchestrate connected intelligence through a command center that can drill down into each analytics workstream for visibility, causal analysis, and a call to action.

## 1. Executive Summary



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## 2. Causal Analysis

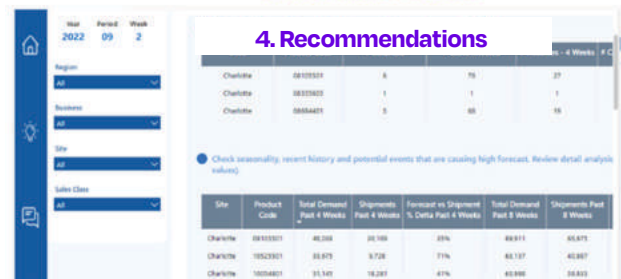


## 3. Outliers/ Early warning signal



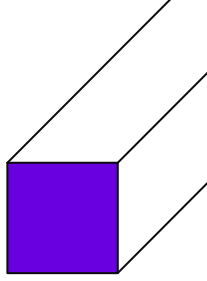
### 3. Outliers/ Early warning signal

## 4. Recommendations



So, where does C5i fit into the picture, and how do we help multinational organizations connect their supply chain?

# SUPPLY CHAIN CONNECTED INTELLIGENCE WITH C5i



C5i drives higher adoption of insights by business stakeholders by focusing on the following 4 solution levels:

**01** **Ease of use:** Delivers insights in 3 clicks to business stakeholders.

**02** **Business relevance:** Users find the insights relevant to their day-to-day operations.

**03** **Driving action:** Prescribing actions to personas in an automated fashion, and measuring usage of insights by key stakeholders.

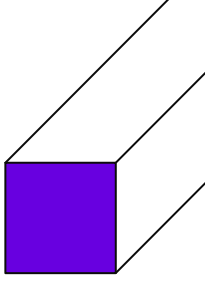
**04** **Generating value:** Connected intelligence drives significant value in comparison to siloed analytics and insights; contributing to -

- **Optimized Value Creation:** 50-60% more value than functionally focused solutions.
- **Streamlined Supply Chain:** 15%-20% Improvement of Supply chain spends.
- **Improved Capacity:** 30% repurposed or released bandwidth.
- **Increased Speed to Value:** Increase by 15 to 20%.
- **Higher Adoption of Insights**





# C5i CASE STUDY: EMPOWERING ORGANIZATIONS WITH SUPERIOR SUPPLY CHAIN OPTIMIZATION



A leading global food and beverage conglomerate wanted to reduce finished goods waste across their plants, warehouses, and other sites. They wanted to create a forward-looking view of pre-emptive actions of propensity of inventory to go waste.

The approach taken by C5i, took into consideration:



Data aggregation and Insights from multiple datasets – Warehouse, Planning, Transportation, Sales, Shipment.

ML models to bubble up Causal Insights, Anomalies and Recommendations to reduce inventory waste.



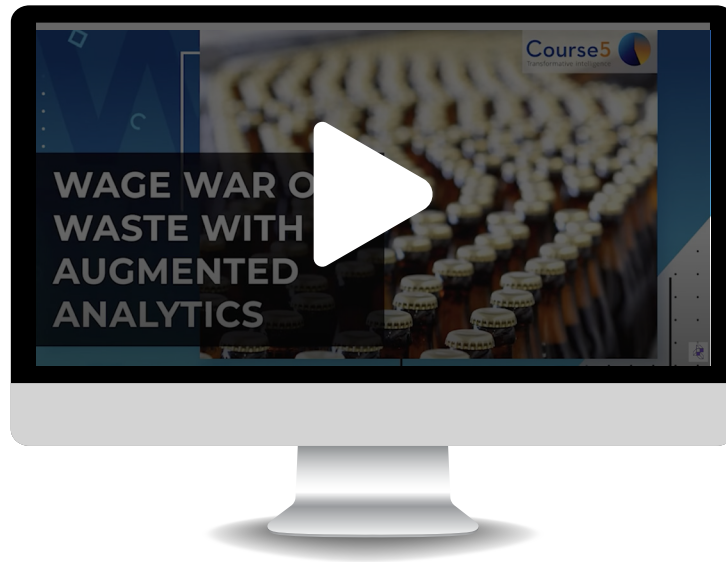
Scaling up solutions across sites and mixing centers. Deploy and ready for scale up to other sites Data pipelines and additionally work on infra setup.

Interactive Platform with live visualizations and what-if analysis for Site Managers to drill-down on the data as to have the maximum possible coverage across all the sites and mixing centers.



## Outcomes

"We were able to ensure that there was 100% adoption by site managers across the sites where the solution was implemented. As a result, C5i was able to deliver a ~30% reduction in waste across Stales and Damages categories with 100% conformance on the basis of Discovery's prescriptive recommendations."



Please feel free to take a detailed look into how action driven augmented and connected intelligence helped the client

**"Wage War on Waste with Augmented Analytics."**



You can also reach out to us here <https://www.course5i.com/supply-chain-analytics/> and we can enable you to streamline your supply chain and empower your organization to truly operate as one.



## **Manish Srivastava**

**SVP – Industry 5.0, Technology BU**

**C5i**

Manish Srivastava is a results-oriented leader with a passion for bringing business transformation utilizing digital paradigms in Manufacturing, CPG, and Retail industries.

He brings over two decades of experience in driving both topline and bottom-line value to the client. During this time, he has worked with global firms such as Mu Sigma, Accenture, and TCS in:

- Developing Analytics strategy and executing large engagements for Fortune 500 clients.
- Managing P&L accountability, customer relationships, and establishing industry-leading operating models.
- Executing Supply chain transformations for Fortune 500 organizations.

He holds a B.S. Honors in Mathematics from Delhi University and M.B.A from the Institute of Management Technology in India.

At C5i Manish is a Senior Vice President, of Industry 5.0 and Technology Business Units focusing on solving business problems, and delivering insights and value to clients across industries such as CPG/Retail, Technology, Industrial, and Automotive.

# About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



[www.c5i.ai](http://www.c5i.ai)

