

iDMCP - Integrated Distributor Management and Collaboration Platform

Consumer Packaged Goods and Distribution



Abstract

With evolving consumers preferences and omnichannel distribution on the rise, the consumer packaged goods (CPG) industry is having to rehaul their supply chains to remain profitable in a highly competitive environment. It is crucial for CPG organizations to ramp up their distribution management systems to absorb market demand fluctuations, optimize inventory, warehousing and supply chain efficiencies in real time, thereby ensuring faster time-to-market, improving service levels and reducing costs. TCS' proprietary cloud-based offering, Integrated Distributor Management and Collaboration Platform (iDMCP), enables CPG companies to achieve this balance by offering complete visibility into demand, inventory and distribution, helping them seamlessly fulfill real-time market demands.

Easily configured based on the customer's business context, iDMCP leverages TCS' proprietary 'Follow the Product' approach to unlock people, process, technology and data interventions. In essence, it offers an innovation roadmap for enterprises to balance their cash, cost and service, thereby helping them transform from output driven to outcome driven organizations.

Overview

In order to keep pace with evolving consumer preferences and effectively sustain multichannel marketing, today's supply chain leaders seek to simplify distribution networks, replenish inventory based on forecasted demand and automate tedious labor-intensive processes. Organizations also need to address a plethora of distribution challenges including lack of insights on daily demand revisions across channel partners, flexibility of transportation and full truck utilization, and clarity on the reasons for non-fulfillment of replenishment requests, to name some.

TCS' iDMCP empowers CPG companies and distribution leaders to establish a more efficient, agile and cost-effective distribution mechanism across their downstream supply chain network. Powered by a cloud based collaborative platform, TCS' iDMCP provides complete visibility into inventory and distribution processes across the supply chain for real-time accurate demand prediction. The platform empowers distribution and logistics teams to rapidly fulfill market demands in real time while slashing inventory costs, allowing for effective inventory allocation and increased customer satisfaction. It is built on the key tenets of modularity, configurability and scalability, and leverages digital technologies including artificial intelligence (AI), machine learning (ML), mobility, analytics and cloud. What's more, iDMCP is easy to integrate with multiple enterprise resource planning (ERP) and distributor management systems (DMS) solutions. Featuring re-usable modules and components available with plug and play options, the solution provides enhanced agility of operations while accelerating time to value.

Our solution

iDMCP platform (Refer Figure 1) consists of the following modules:

- **Service Level Enhancement** increases the ability to capture, validate and fulfill retailer demand in real time, thereby improving order fulfillment rates while enhancing customer experience.
- **Replenishment Planning and Inventory Allocation** improves planning accuracy and optimizes inventory carrying costs based on multiple business rules.
- **Truck Load Optimization** reduces freight costs and carbon footprint through better vehicle planning, route and load optimization by leveraging the optimization engine.
- **Smart Forecasting** improves forecast accuracy and reduces days on inventory while freeing up cash across the optimized supply chain network.
- **Warehouse Automation and Space Visibility** provides visibility into all warehouse transactions including put away, pick list, inventory reconciliations with image analytics based mobile data sensing and warehouse cockpit.

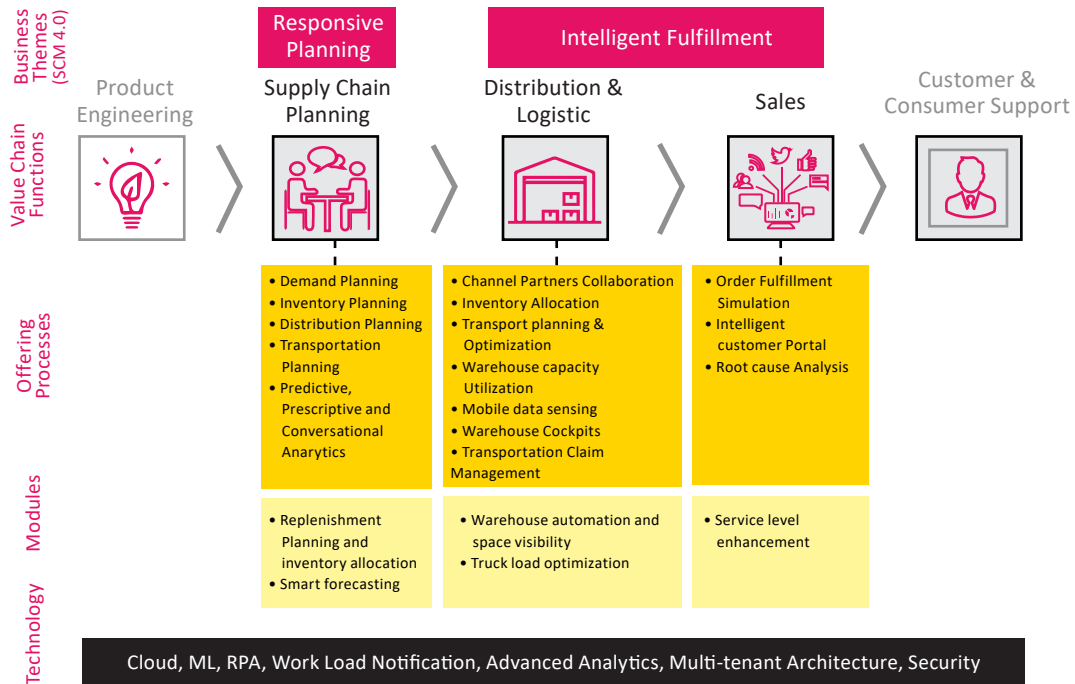


Figure 1: TCS iDMCP Solution for Responsive Planning and Intelligent Fulfillment

Benefits

TCS' iDMCP platform creates a one-stop solution for addressing the inefficiencies in the distribution processes. Thus, it helps CPG enterprises gain complete visibility and control over different market channels. CPG companies can benefit from:

Improved on-shelf availability

- Improve case fill rate by 22-42%*
- Provide better clarity on the reasons for non-fulfillment

Improved forecast accuracy by 10-30%

- Capture market demand signals into the forecast

Better inventory planning for market channels

- Reduce days of inventory by 41-61%*
- Stay prepared for unforeseen spike in market demand

Enhanced market channel order management

- Improve collaboration with channel partners
- Provide increased visibility to partners on inventory flow

Reduced transportation costs

- Improve transporter planning and real-time load optimization

*These numbers are indicative. TCS would undertake 'Follow the Product' approach to identify the baseline KPI by each case and accordingly propose plausible improvements.

Why TCS

TCS has proven global expertise in offering supply chain management solutions to CPG, retail, manufacturing and distribution, and high-tech industries. By collaborating with TCS, enterprises can leverage the following advantages:

Modular, scalable and configurable solution: Based on ready-to-deploy technology components, our solution can be easily integrated into any logistical or planning requirement.

Contextual knowledge and expertise across functional areas: Our team consists of highly skilled domain experts with deep industry experience, rich contextual knowledge and a positive client-first mentality.

Flexible solution: Our solution is designed to be accessible from anywhere and on any device, with the flexibility of integration with multiple systems and a modular architectural design.

Customer-friendly delivery model: Our solutions and engagement methodology are highly agile and customizable, designed to drive business outcomes beyond traditional efficiencies.

Awards and accolades



Contact

Visit the [Consumer Goods & Distribution](https://www.tcs.com) page on <https://www.tcs.com>

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