

Inventory Allocation

Consumer Packaged Goods and Distribution



In a volatile and challenging operating environment, CPG enterprises need to ensure business continuity in core areas such as supply chains and inventory management. Enterprises are looking for digital solutions to understand the fluctuations in market demand and fulfil order requests. Besides, enterprises are also seeking to bring transparency to their inventory flow and automate processes with business rule-based actions enabled by RPA tools.

TCS' Inventory Allocation solution addresses these challenges as it provides a cloud-based collaborative platform. The solution works with the distribution and logistics teams towards fulfilment of market channel orders, thereby improving the on-shelf availability of SKU's. With a plethora of unique features, the framework reduces manual intervention, optimizes operational costs, improves inventory distribution planning, and enhances collaboration with channel partners.

Overview

As CPG manufacturing and retail companies look at resilient performance, they need to be able to absorb market demand fluctuations and distribute their inventory efficiently based on rules defined by their business execution plans across markets. A platform that automates these processes and enhances the inventory replenishment process with market intelligence is imperative for CPG companies embarking on their digital journey.

In addition, the lack of insights to channel partners on daily demand and the lack of clarity on the reasons for non-fulfilment of replenishment requests are affecting the operational efficiency of the distribution channels and supply chains of these enterprises.

TCS' Inventory Allocation is an effective inventory distribution and order fulfillment solution with features such as market channel order management, business rules-based inventory allocation and root cause analysis to business users on non-fulfillment of request. It is a customer-friendly solution that offers complete visibility to planning and execution teams for tracking the case fill rate, inventory and distribution throughout the supply chain.

Our Solution

TCS' Inventory Allocation solution is powered with the following features that helps to provide automated order fulfillment and inventory planning for market channels (see figure 1):

- **Cloud-Based Collaborative Platform:** Allows distribution and logistics teams, along with the channel partners, to seamlessly fulfill real-time market demands.
- **Rule-Based Inventory Allocation:** Allocates inventory to each of the market channels based on their past allocations, order recommendation, fulfillment requests, and defined business principles for replenishment.
- **Touchless Replenishment Planning:** Optimizes the demand fulfillment with the lowest inventory carrying cost.
- **Enterprise Supply Chain Data Platform:** Updates the demand planning team with the exact reasons for non-allocation of fulfillment requests and ensures future design extensibility.

Benefits

A cloud-based collaborative platform for distribution and logistics teams, including channel partners, to seamlessly fulfill real-time market demands. The Inventory Allocation solution can help enterprises across the globe reap the following benefits:

Save Operational Costs

- Reduce manual efforts and improves case fill rate
- Reduce time-to-market with process automation

Inventory Planning for Market Channels

- Reduce days of inventory
- Stay prepared for unforeseen spike in market demand

Market Channel Order Management

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

On-Shelf Availability Improvement

- Provides better clarity on the reasons for non-fulfillment of replenishment requests
- Allows manufacturing distribution, logistics teams to predict and meet replenishment requests

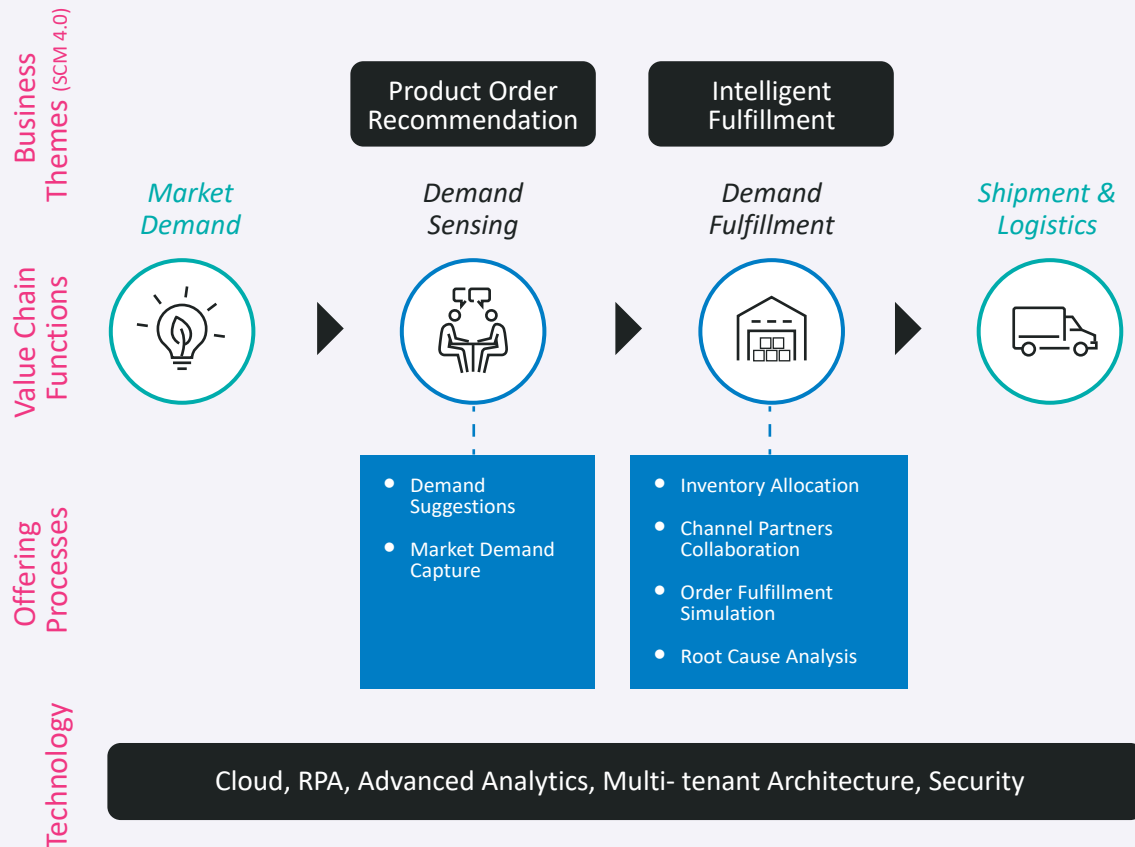


Figure 1: TCS' Inventory Allocation Solution Architecture

The TCS Advantage

TCS has proven expertise in offering supply chain management solutions to CPG, retail, manufacturing and distribution, and high-tech industries in North and South America, UK, Europe, APAC, and MEA regions. So, by joining hands with TCS, enterprises across the globe can leverage the following:

- **Scalable and Configurable Solutions:** Based on ready-to-deploy technology components, our modular, scalable, and configurable solution can mould itself to any logistical or planning requirement.
- **Contextual Knowledge and Expertise Across Functional Areas:** We have a strong team that is very experienced and knowledgeable with a solid industry background, rich contextual knowledge, and possesses a client-first mentality.
- **Flexible Solution:** Our solution is flexible, scalable, and easily configurable. It is based on ready-to-deploy technology components. Designed to be accessible anywhere and on any device, it has the flexibility of integration with multiple systems and a modular architectural design.
- **Customer-Friendly Delivery Model:** Our solutions are designed to help enterprises to drive business outcomes beyond traditional efficiencies.

Contact

Visit the [Consumer Goods & Distribution](#) on www.tcs.com

Email: global.cpgsolutions@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 469,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

Visit www.tcs.com and follow TCS news [@TCS_News](#).