

Service Level Enhancement

Consumer goods & distribution



The main aim of any supply chain is to make the right product available, at the right place and at the right time or in the business terms to have an optimized service level. There are various challenges which deter companies from achieving this. Some of the customer pain areas are lack of mechanism to capture order information, lack of business priority-based material code selection to identify right product to be delivered, latency in master data updation across supply chain entities, lack of system driven alerts and notifications for identifying process disruptions to name a few. With evolution of technologies, it has become possible to bridge the gap and to have complete visibility of inventory across the supply chain.

TCS' Service Level Enhancement solution is a one-stop shop that fulfils all the needs of distribution management of an organization. It is a unique cloud-based solution to improve the overall downstream supply chain performance and collaboration across stakeholders. The solution captures purchase order demand and fulfilment at retailer channel, helping businesses to track near real-time service level.

Overview

Channel Partners form an integral part of the CPG industry ecosystem. CPG companies work with multiple distributors that have varying levels of process maturity and access to technology. This hinders their ability to get complete visibility on demand and supply in real time.

TCS' Service Level Enhancement solution brings all the stakeholders on to a common platform and thereby helps in providing real-time visibility of demand and supply. The offering analyses huge volumes of data and provides actionable insights and recommendations to fulfil the customers' demand. This solution can be integrated with the existing systems and can be modified to meet business needs. It helps to smoothen the seamless adoption by all the stakeholders.

Our Solution

TCS' Service Level Enhancement solution includes the following components (see Figure 1):

- **Automated Real-Time Purchase Order Capturing and Validation:** The solution captures multiple purchase order formats like PDF, excel and image through intelligent parsing module and each item gets validated against a master product database.
- **Automated Inventory Allocation and Intelligent Order Processing:** Inventory is allocated against customer order based on business rules taking into consideration the available inventory in near real time. The solution also generates actionable recommendations to maximize demand fulfilment.
- **System Driven Root Cause Analysis and Actionable Insights for Service Level Loss:** Root cause analysis provides reasons for unfulfilled customer demand providing insights to avoid service level loss in the succeeding time.
- **Near Real-Time Demand and Distributor Performance Visibility:** Dashboard exhibiting the performance of all distributors and also category wise analysis in terms of service level is made available by the solution.

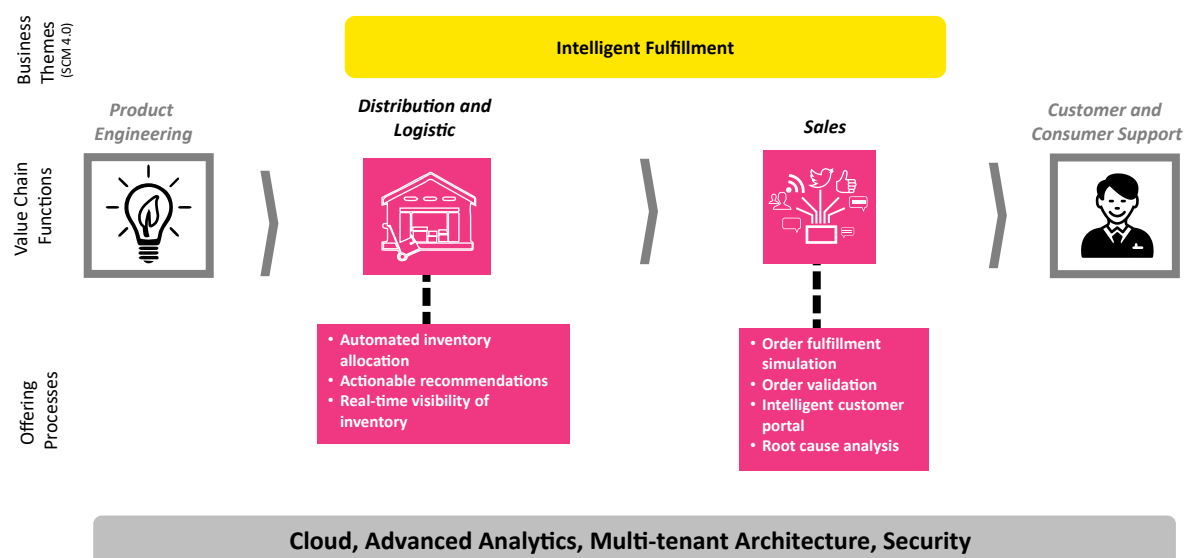


Figure 1: TCS' Service Level Enhancement solution

Benefits

- **Reduced Manual Effort:** Manual efforts are reduced due to automation of tasks.
- **Improved Visibility of Stock Level:** Visibility of near real-time inventory at all stages of the supply chain during allocation which helps to reduce out of stock scenarios.
- **Effective Distribution Planning:** The solution provides intelligent and automated inventory allocation which helps effective stock transfer and placement at the demand point.
- **Improved Customer Service Level:** The collaboration of different stakeholders on a single platform and the insights derived from the solution help to ultimately achieve enhanced service level.

The TCS Advantage

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

- **Modular, Scalable and Configurable Solutions:** Based on ready-to-deploy technology components, our solution can mold 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 designed to be accessible from 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 drive business outcomes beyond traditional efficiencies.

Contact

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

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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.

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