COMPANY PROFILE

Our client is a global bio- pharmaceutical company engaged in the discovery, development, licensing, manufacturing, marketing, distribution and sale of pharmaceuticals and other healthcare-related products.

SUMMARY

Industry
Supply Chain

Development Platform
- NET 2.0
- SQL Server 2005
- IIS 6.0
- Crystal Reports 9.0

Operating Server
Windows 2003 Server, XP

Information Needs:
A Solution which compliments AS400 and gives visibility on the client’s downstream supply chain specifically on day to day operations in retail market and monitors their performance.

BUSINESS NEEDS

The company recently commenced their operation of its global nutritional products division. They were looking for a solution which compliments AS400 and gives visibility on their downstream supply chain specifically on day to day operations in retail market and monitor their performance.

Manual procedures were followed for documenting and tracking which was cumbersome task when it’s required to track the distribution network. Forecasting the demands was another area of concern with de-centralized data repository.

They believed that they can add value to the customers by improving efficiencies using technology and thereby providing customers quick and fast logistics solutions.

SOLUTION OVERVIEW

Upon analyzing the Complex Distribution Network, on which the client operates business, TAKE provided comprehensive solutions which created visibility across the Multi-tiered, multi-partner distribution network was created. The entire solution can be segregated into 3 unique, collaborative platforms, which will take care of the operations and beyond.

1. Distribution Management: The solution addresses the supply chain needs and distribution management.

2. Effective forecasting: Enables the management to proactively plan/forecast for the future by analyzing the historic data. Simulation of the forecast by using artificial neural networks (ANNs) concepts was done.

3. Analysis: The solution also provides an Insight of the business by effective usage of the data.

SOLUTION DETAILS

Distribution Management: This solution can collaborate with the distributors, gain complete visibility to the stock available with various distributors, gain complete visibility to the secondary sales done by the distributor, configure and enforce targeted trade promotions and consumer promotions across the sales channel and can track material flows in the distribution channel, authorize and process returns and claims from the market.
Effective forecasting: This solution empowers key executives to track and analyze performance against supply-chain wide common goals and facilitates informed decision making through intuitive role-based dashboards and scorecards representing KPI’s. It includes customer order management, procurement, warehousing transportation and secondary sales modules.

Analysis: This solution gives demand planners the ability to define demand drivers and reconcile their influence during a time period; helps to carry this learning forward to generate forecast considering various market interventions like promotions, campaigns, competitor activity etc. Helps to do sensitivity analysis by adjusting influence of the defined demand drivers.

BENEFITS

The Solution provided by TAKE gives transaction visibility across the entire network of the distributors. TAKE’s solutions products are well connected with the central application which is built on AS400 BPCS.

Distributors can perform their day to day operations on Purchase, sales; maintain inventory and returns effectively through the solution provided. This enables the CFA’s to view the PO’s from the distributors and process the orders much faster than before.

Enterprise can now have more visibility on primary and secondary sales. The application also allows getting the updates on tertiary sales.

The analytical tool provided multi dimensional analysis, user built reports on Inventory and others. The ready to use dashboards gives different perspective of business information.

The demand forecasting tool is capable of generating highly accurate demand plans at SKU levels combines’ parameterized historical sales data and environmental facilitating effective demand planning.

Taking the Innovation to Business

Building New Capabilities

- Distribution Management
  - Leveraging collaboration for market sensing and data collection
  - Ensuring statutory and policy compliance

- Analytics
  - Converting data to actionable information and presenting to decision makers
  - Monitoring business and partner performance

- Forecasting
  - Shaping demand by designing market appropriate interventions
  - Generating and publishing market/partner specific accurate demand forecasts for execution