OTM *SMART* Solution
for CPG / FMCG / Retail

ITC INFOTECH
Business-friendly Solutions

Overview

Consumer empowered economy is driving the FMCG, CPG and Retail Industries to comply more accurately with the ever shifting demand scenario. This is giving rise to complex logistics networks, higher inventory level, higher operational/ compliance cost and decreasing order cycle times, ultimately leading to greater cost pressures. Added to that, local and imported brands are competing with each other with fluctuating currency values. In such a scenario, it is imperative that Supply Chains evolve and be evaluated continuously to remain relevant and competitive.

To manage these complexities in supply chain, leading FMCG, CPG & Retail companies are investing significantly on agile and responsive Transportation Management Systems (TMS) leveraging cloud, mobility and digital technologies.

Oracle Transportation Management (OTM) is a leading transportation planning and execution solution that helps enterprises integrate and streamline complex processes such as transportation planning, execution, freight payment and business process automation in a single application across all modes of transportation. This enables companies to derive the benefits of a flexible, global fulfillment solution, such as reduced transportation costs, improved customer service levels and optimal asset utilization.
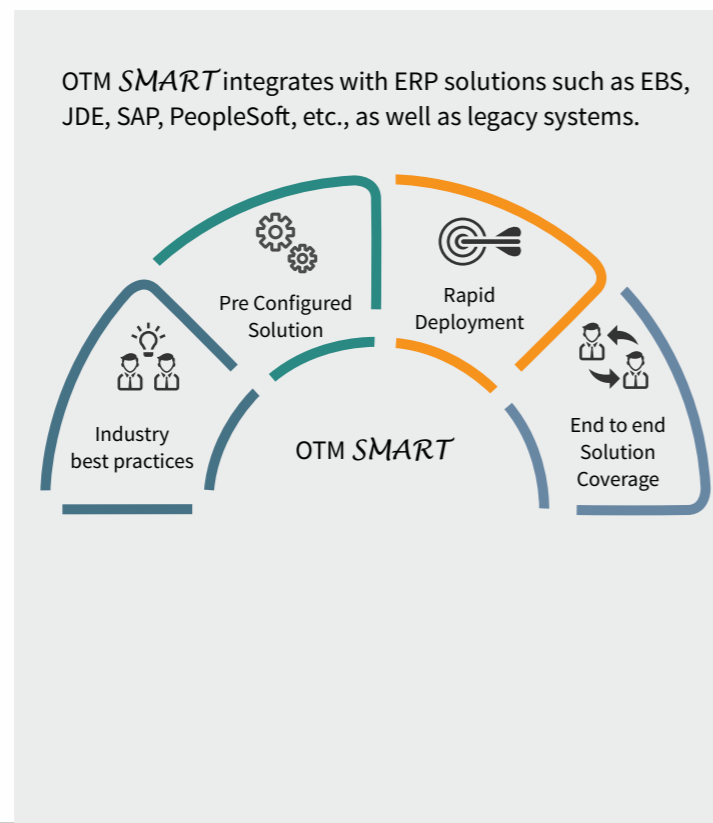
ITC Infotech has partnered with Oracle to provide the innovative and rapid OTM solution catering to the needs of the industries via our OTM SMART – FMCG, CPG, and Retail Solution.

Our Solution – OTM *SMART*

OTM *SMART*, is an industry specific Transportation and Global Trade Management solution for FMCG, CPG & Retail powered by Oracle Transportation Management (OTM) and Global Trade Management (GTM). It is pre-configured solution to suit the specific needs of individual industry. Pre-configured scenarios enable us to accommodate client specific requirements through faster FIT-GAP analysis and implement in rapid timelines.

This solution incorporates FMCG, CPG and Retail supply chain best practices, and includes:

- Inbound & Outbound (Primary, Secondary & Tertiary)
- Pre-defined end to end transportation processes
- Pre-configured OTM features to suit to CPG industry
- International Trade (Export/Import)
- Multi-modal Scenarios (Road, Rail, Ocean, Air)

OTM *SMART* integrates with ERP solutions such as EBS, JDE, SAP, PeopleSoft, etc., as well as legacy systems.

Industry best practices · Pre Configured Solution · Rapid Deployment · End to end Solution Coverage · OTM *SMART*

OTM *SMART* (FMCG, CPG, Retail)- Coverage & Timelines

This solution covers the depth and breadth of the FMCG, CPG and Retail Transportation requirements, including the following functionalities under its scope:
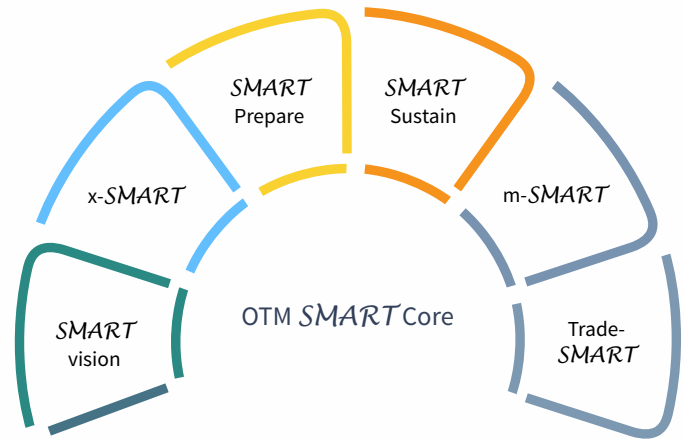
	Order	Plan	Execute	Monitor	Settle	Returns
		Freight Budgeting		Planned Vs Actual Analysis	Vehicle Forecasting	
Inbound	• Integrate PO receiving • PO Processing • Supplier Collaboration	• Domestic & Cross Border Inbound • Road - FTL/LTL • Carrier & Supplier Collaboration • Import (FCL/LCL)	• Shipment Tendering • Supplier & Carrier Communications • Reconcile plan vs actual	• Event / Exception Management • Track & Trace / Visibility • Carrier Score Card • Detention & Demurrage	• Freight Bill Audit • Payment Advice	• Process Returns • Track & Settle Returns
Outbound	• Integrate Sales & Transfer orders Receiving • SO/TO Processing • Packing, Pelletization & Stacking Rules • Batch & Expiry Tracking • Export Orders	• Domestic & Cross Border Outbound • Road- FTL/LTL/Parcel • Multi Constraint Planning • Routing Guide • Freight Consolidation: Direct, Multi Stop, Round Trip • Multimodal, Export, FCL/LCL	• Shipment Tendering • Vehicle Inspection & Placement • Carrier Communications • Reconcile Planned vs Actual • Container Pickup & Handover to Shipping Line	• Event / Exception Management • Track&Trace / Visibility • Carrier Score Card • Vessel / Freight Schedules • Detention and Demurrage	• Freight Bill Audit • Freight Cost Allocation • Payment Advice	• Opportunities for return loads (Continues Moves) • Tack & Settle Reverse Logistics

OTM SMART is a rapid deployment solution with estimated timeline for outbound of about 10 weeks*.

OTM *SMART* Advanced Components

On top of OTM CPG *SMART* core, ITC Infotech developed industry relevant value added services. These help organizations move up the process maturity by adopting unique features in the Transportation Management process.

- *SMART* Prepare – Freight budgeting and vehicle forecasting solution

- *SMART* Sustain – Measure, monitor and report carbon footprint

- m – *SMART* – Customizable mobile app for OTM

- *SMART* Vision – Transportation visibility solution

- x – *SMART* – Tools and utilities for integration with enterprise applications

- Trade *SMART* – Accommodate changes in trade compliance and regulations

SMART Prepare

SMART Sustain

x-SMART

m-SMART

SMART vision

OTM *SMART* Core

Trade-SMART

OTM *SMART* – Benefits

- Lowers total cost of ownership through rapid deployment and cloud based operating model

- 5-20% reduction in transportation cost through accurate rate contracting, right mode selection, shipment optimization

- Improved operating performance by increasing the visibility of shipping progress, automation of repetitive tasks and financial audit

- Improved agility through integration with mobility solution for better track-and-trace and event management

Partnership with Oracle

- Oracle PLATINUM PARTNER Worldwide; Over 500 consultants

- Oracle endorsement of this relationship as "Oracle Industry Solutions Center of Excellence at ITC Infotech"

- Working on co-development initiatives with Oracle

- Close working relationships with Oracle Transportation Management Product Strategy and Product Engineering Team

- OTM Cloud Certified Global Partner

About ITC Infotech

ITC Infotech is a specialized global full service technology solutions provider, led by Business and Technology Consulting. ITC Infotech's Digitaligence@Work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business

The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a fully owned subsidiary of ITC Ltd, one of India's most admired companies.

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