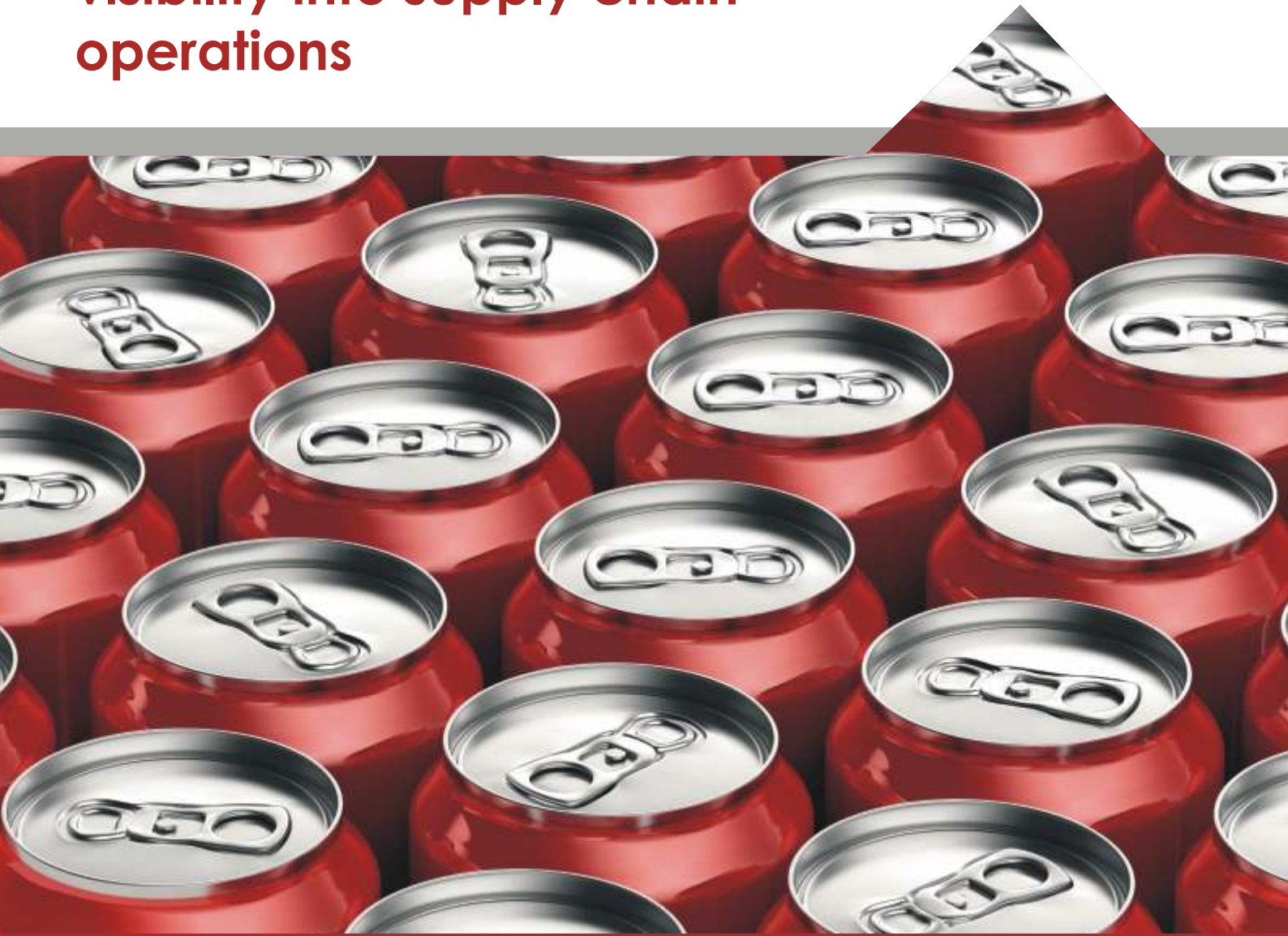


# Faster response to changing business needs through end-to-end visibility into supply chain operations



**This implementation won the award for innovation by the US Supply Chain Council (SCC)**

*SCC, a renowned global nonprofit organization, has established the supply chain world's most widely accepted framework for evaluating and comparing supply chain activities and their performance - the Supply Chain Operations Reference (SCOR®) model.*

## SITUATION

Lack of consistent metrics, & reporting rules across plants led to inaccurate performance measurement.

## IMPACT

Decision making hampered due to inconsistent reporting and lack of real-time information.

## RESOLUTION

Implementation of a Supply Chain Performance Management solution, bridging the gap between data and meaningful information using the Balanced Scorecard framework and Supply Chain Council's SCOR model.

## The Customer

An iconic beverage brand with numerous product lines operating through a global manufacturing and distribution network.

## Challenges

- A global supply chain comprising of a vastly complex network of plants, bottlers, warehouses and customers, along with multiple product lines following multiple supply chains with differing objectives
- Bring in consistency, alignment and obtain real-time information and analytic content for quality decision making (For instance, the customer struggled with the right intelligence that was relevant for its routes and markets)
- Hurdles in benchmarking and evaluating performance and processes across the supply chain.
- Multiple sources for data collection as well as differences in reporting structure and performance measure

## Solution: Implementation of SAP® BusinessObjects™ Supply Chain Performance Management

ITC Infotech partnered with SAP Consulting to deploy the comprehensive Supply Chain Performance Management solution in 16 weeks.

Leveraging ITC's 100+ years of experience in varied business domains, ITC Infotech created a solution guideline using industry standards and keyed it to the customer's business strategies.

ITC Infotech created a single source of data for all reporting. Metrics were created to measure, monitor and manage the customer's supply chain operations. Reporting was standardized across all geographies and line-of-businesses using the SCOR framework. Supply chain guiding principles implemented included:

- Focus on metrics needing no manual intervention
- Focus on metrics to drive profit consistency and metric consistency across the supply chain
- Focus on industry standards
- Develop a robust system for reporting hierarchies that change when business changes

ITC Infotech is SAP's co-innovation partner for SAP® BusinessObjects™ Supply Chain Performance Management solution. This solution comes with out-of-the-box KPI content based on the Supply Chain Operations Reference (SCOR) model from the Supply Chain Council, the most widely adopted Supply Chain performance management model today. The performance and diagnostic KPIs cover end-to-end supply chain processes aligned to organizational value levers such as revenue, cost, working capital, and supply chain assets.

ITC Infotech was able to bring in deep domain knowledge of vast distributed supply chains, owing to parent ITC Ltd diversified presence. ITC's ecosystem consists of over 3 million retailers, 160 plants, 1800 warehouses and 9 major product lines.

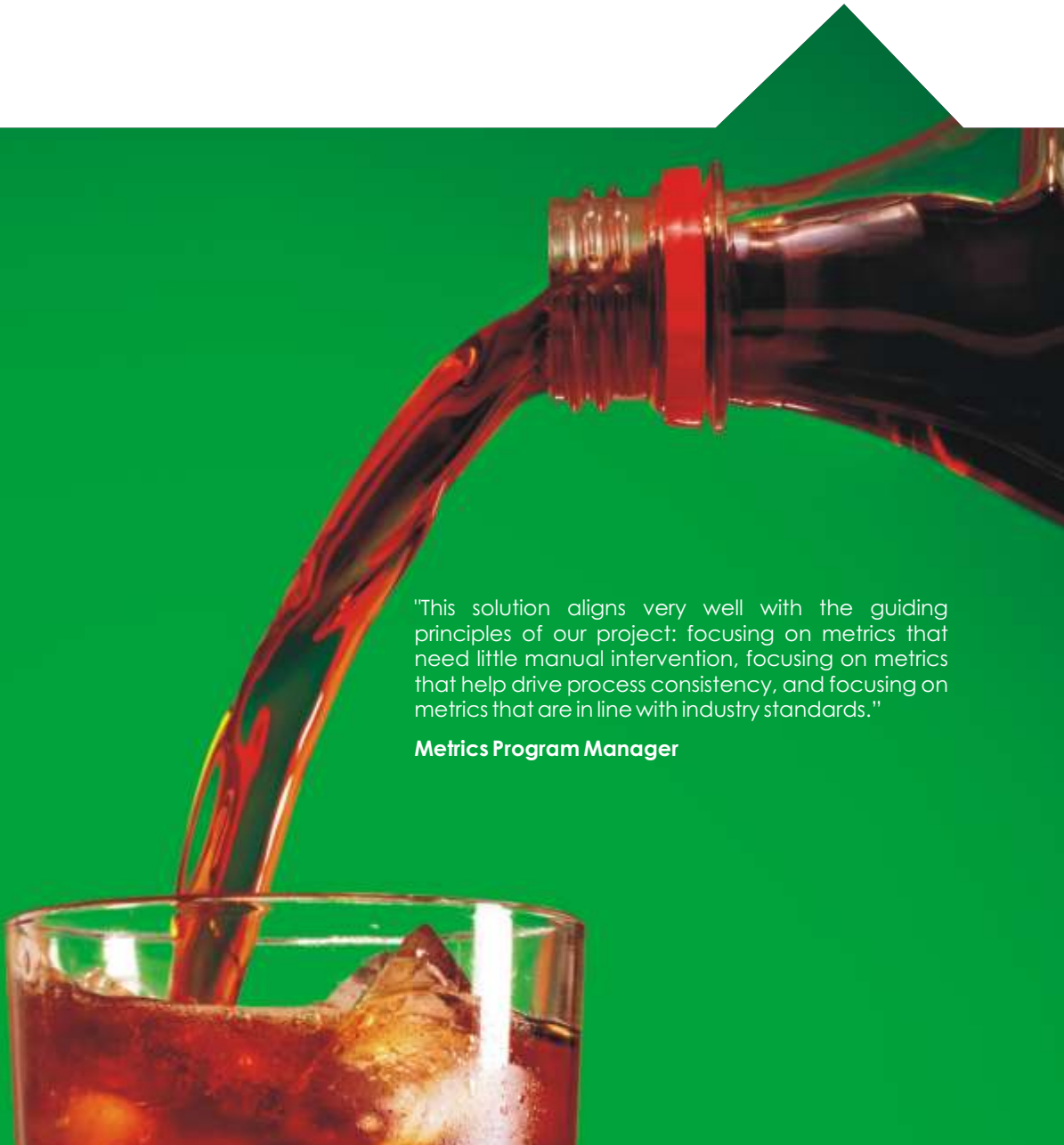
## Implementation in phases

- 1. Proof of concept:** Primarily to validate functionality, scalability and flexibility in the customer's environment
- 2. Foundation phase:** Create a robust foundation for metrics and reporting
- 3. Exploitation phase:** Identify long-term metrics and improve them on an ongoing basis

The implementation has enabled reports on supply chain performance for the areas of demand planning, production and customer order management. The performance scores are available on a real-time basis and users have the flexibility to create their own reports and dashboards based on areas of interest and priority.

## Benefits

- Empowered strategic and tactical decisions through authentic data distributed over a secure platform and supply chain performance insight
- Consistency of performance measures with single source of truth
- Optimize operations through real-time actionable information.
- Improved visibility through real-time access to critical information and metrics
- Lowest cost of ownership utilizing the right implementation approach

A photograph showing a dark liquid being poured from a glass bottle into a glass containing ice cubes. The background is a solid green color. The bottle is tilted, and the liquid is captured mid-pour, creating a dynamic flow. The glass is partially filled with the liquid and ice.

"This solution aligns very well with the guiding principles of our project: focusing on metrics that need little manual intervention, focusing on metrics that help drive process consistency, and focusing on metrics that are in line with industry standards."

**Metrics Program Manager**

### **ITC Infotech's Enterprise Resource Planning Practice**

ITC Infotech is an SAP Consulting partner (North America) with multiple certifications including SAP Application Management Services Certified Partner, SAP Co-Innovation Partnership on Supply Chain Performance Management & Sustainability Performance Management, SAP Net weaver Certification, SAP Chemical Template Certification, and SAP Gold Partner.

For more information, please write to:

**[contact.us@itcinfotech.com](mailto:contact.us@itcinfotech.com)**

[www.itcinfotech.com](http://www.itcinfotech.com)