



Business-friendly Solutions

# Supply Chain Transformation for a Leading Global Alcohol-Beverage Manufacturer



CASE  
STUDY



## About the Client

A leading multinational drink and brewing company with breweries worldwide

## Client Challenges



- Highly de-centralized planning operations carried out manually, on excel spreadsheets
- Heuristic-based allocation of demand with supply leading to errors and delay in supply
- With the business expanding and new products launched, the complexity of the process, without any dedicated tool to analyze data in real time, was increasing exponentially



## ITC Infotech Solution

- A centralized cloud-based application was developed in AIMMS and segregated into different modules with an in-built optimizer to prepare a supply plan to maximize profit. viz.
  - Demand review,
  - Supply review,
  - Pre & Executive S&OP
- The solution was developed and customized to be in compliance with legal standards of the alco-bev industry
- Different persona-centric dashboards and graphs were created for visualization of business KPI
- The solution facilitated a smooth transition between various modules which is controlled by a central process coordinator

### Demand Review

- Visibility of last 3 years of data at various product levels (brand level, SKU level), geographies and customers, market share trend, product mix %, budget values, actuals
- Business user access controls and ability to track the changes
- Ability of business users to create and simulate demand scenarios based on anticipated vulnerabilities and opportunities in the market

### Supply Review

- Control to change production capacities, utilization limits, DOI (inventory coverage), minimum production levels, costs
- Simulating scenarios by varying production capacities or DOI customized
- Various Business scenarios can be created by optimizing the demand & supply scenarios with options such as capacity smoothing, allowing overutilization
- After optimization, business user can get details on capacity utilization, inventory target v/s actuals, distribution, BOM

### Executive Review

- In Pre & Executive review, the business user can review financials, distribution summary, SKUs with negative margins, etc. persona specific dashboards were created for various business users
- The S&OP application was integrated with other modules such as demand forecasting and supply network planning to facilitate easy data flow leading to a more efficient way of planning

# Business Benefits

- **Visibility, Consistency & Flow:** Integrated Demand, Supply & Pre & Executive review modules maintain a seamless flow of forecast with restricted user access to modules. The planner can view all needed stats on the screen with future visibility
- **Optimal Solution in a matter of minutes:** Creates supply plan within 2-3 minutes by allocating demand to sources while maximizing profitability & following inventory norms. Automatic evaluation of alternative lanes for fulfillment with various simulated constraints in capacity
- **Scenario Analysis leading to a better plan:** Create business scenarios to accommodate risks & opportunities in the model and generate a S&OP plan
- **Customized Dashboards:** Persona specific dashboards provide real-time actionable insights, aligning to the business KPIs'



## About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.

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