

Intelligent Decision Support Platform for a leading pharma and life sciences company from EU

Client



- A major player in the global pharmaceutical and healthcare industry.
- Offers and markets a wide range of products, including prescription drugs, over-the-counter medications, medical devices, and health supplements.
- Known for its contributions to areas like cardiovascular health, oncology, women's health, and radiology.

Business Challenges



- Requirement for 70+ countries, 4+ regions, 150+ plants, 1000+ DCs
- Separate efforts to optimize specific functions or regions resulted in only partial improvements across the organization. Inability to adequately research and address multiple and competing business problems.
- Lack of scalability and limited enterprise connectivity hinder the establishment of a consistent process for continuous analysis of supply chain design.
- The majority of planners resort to utilizing Excel spreadsheets for supply chain optimization in both medium- and long-term planning.
- Business users encounter challenges in utilizing Coupa applications for optimization, scenario creation, and output analysis due to the less intuitive user interface.
- The current supply chain optimization procedures are excessively time-consuming, making it impractical to run them frequently.

ITC Infotech Solution



- Created a framework that shifts from a project-oriented method for network optimization to a process-oriented one, involving regular execution of straightforward, manageable tasks by planners.
- Utilized **Coupa Supply Chain Solutions** to construct optimization models aimed at addressing diverse supply chain network and inventory optimization challenges across various businesses.
- Developed an intuitive business user simulation platform that allows users to effortlessly generate scenarios, conduct optimizations, and review outcomes through a predefined dashboard for user-friendly navigation.
- Established a set of well-defined procedural stages aimed at reducing subjective elements in the optimization process.

Business Benefits



- Reduced planner effort by **90%**, decreasing the time required from 4 to 5 days to just 1 to 2 hours.
- Up to **93%** accuracy improvement in planning
- Implemented optimal solutions for a range of supply chain network and inventory issues, resulting in a **14%** cost reduction and enhanced service levels.

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 the unique ability to leverage deep domain expertise from ITC Group businesses. ITC Infotech is a wholly owned subsidiary of ITC Ltd., a 100-plus-year-old diversified conglomerate with businesses spanning Hotels, Consumer Goods, Paperboards & Packaging, Agri Business, and Information Technology. ITC Ltd. has been in the hospitality business for over 4 decades. It has over 100 properties across 70+ destinations. The hospitality practice at ITC Infotech is 800+ people strong and most have experience in the hospitality domain leading to a high-quality IT service experience for its hospitality customers.

