

ITC INFOTECH

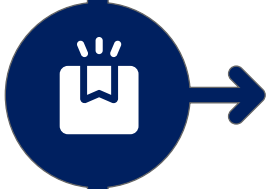
SUPPLY CHAIN CONTROL TOWER SOLUTION



Real-Time Insights. AI-driven Decisions. Resilient Supply Chains.

KEY QUESTIONS TO ASK

When evaluating your supply chain's current state, consider:



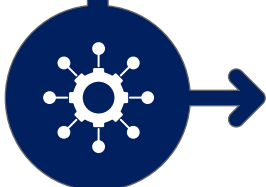
Can you see your **inventory health and demand signals** across the entire supply chain?



Are your **planning and execution systems** working in sync?



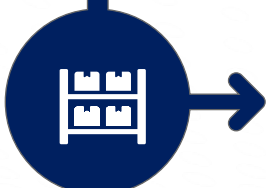
Is your organization **reactive or proactive** in dealing with supply chain disruptions?



Do you have an **end-to-end real-time view** of your supply chain operations?



Are **your partners and internal teams** seamlessly collaborating?



How fast can you trace **delays or inventory imbalances**?

INTRODUCTION

In today's fast-paced and interconnected global economy, supply chains are no longer linear—they are dynamic, digital ecosystems. Disruptions, demand volatility, geopolitical uncertainties, and changing customer expectations make it crucial for businesses to gain full visibility and control over their supply networks.

A **Supply Chain Control Tower** acts as the digital nerve center, enabling organizations to **see, understand, and act** on real-time data across their supply chain landscape. It connects data sources, breaks down silos, and delivers actionable insights to drive timely decisions, reduce risks, and optimize performance.

Need for a Supply Chain Control Tower



End-to-End Visibility Across the Supply Chain

- % of supply chain with real-time visibility
- Time to detect supply chain disruptions
- Data latency across integrated systems (ERP, TMS, WMS, etc.)

Know what's happening, where it's happening, and why it's happening—instantly.



Proactive vs. Reactive Decision-Making

- % of issues predicted before impact
- Average response time to disruptions
- Reduction in unplanned downtime/events

Catch disruptions before they hit your bottom line.



Reduce Costs Through Optimization

- Minimize expedited shipping
- Reduce excess inventory
- Avoid overproduction
- % reduction in expedited freight costs
- Inventory carrying cost as a % of sales

Savings through smarter decisions—at every node of your supply chain.



Make Data-Driven, Cross-Functional Decisions

- Decision cycle time across functions
- % of decisions supported by shared analytics
- Number of cross-functional exceptions resolved collaboratively

Empower teams to collaborate faster, better, and smarter.



Adapt to Global Disruptions

- Time to replan during disruption
- Supplier risk exposure index
- % of supply restored within target timeframe

Build a resilient supply chain that adapts to change



Improve Customer Service & Reliability

- On-time, in-full (OTIF) delivery rate
- Customer order cycle time
- Customer satisfaction or Net Promoter Score (NPS)

Happier customers. Stronger brand reputation.

Our Comprehensive Solution: The Supply Chain Control Tower

ITC Infotech's **Supply Chain Control Tower Solution**, powered by AI-driven predictive analytics and a Generative AI assistant, is a scalable, cloud-native platform designed to provide end-to-end visibility and orchestration across complex supply chain ecosystems. The solution acts as a digital command center, enabling supply chain planners and operations teams to monitor, manage, and optimize workflows in real time. At its core, the platform leverages a Gen AI engine that utilizes historical and real-time data to predict potential disruptions. It delivers contextual alerts and notifications tailored to specific user personas and operational roles through intelligent event monitoring. The system not only flags anomalies but also generates prescriptive recommendations, including potential corrective actions, leveraging advanced ML models and optimization algorithms.

A **human-in-the-loop** framework is embedded within the solution architecture to ensure that high-impact decisions maintain human oversight, preserving accountability and contextual judgment where required. This approach enhances trust, compliance, and adaptability in dynamic supply chain environments.

Persona Centric View of The Supply Chain Control Tower

Supply Chain Executive

"I need strategic insights to manage risk and optimize performance."

- KPI Dashboards & Scorecards
- Long-term planning insights
- Business continuity scenarios

Demand Planner

"I want to improve forecast accuracy and reduce inventory costs."

- AI-based forecasting
- Real-time demand signals
- Inventory health analytics

Logistics Manager

"I need to track shipments and respond quickly to delivery disruptions."

- Real-time shipment tracking
- Delay alerts and exception workflows
- Carrier performance analytics

Procurement Manager

"I need visibility into supplier performance and risks."

- Supplier scorecards
- Risk assessment dashboards
- Lead time variance monitoring

IT Architect

"I want to ensure scalable and secure integration with existing systems."

- Modular microservices architecture
- APIs for seamless integration
- Cloud-native deployment

Key Features of The Supply Chain Control Tower



End-to-End Visibility

Monitor materials, inventory, production, logistics, and orders centrally



AI-Powered Insights

Predict disruptions, demand shifts, and supplier risks



Collaborative Workflow

Align internal and external stakeholders for faster resolution



What-If Scenario Planning

Simulate changes and choose the best course of action



Smart Alerts & Exception Handling

Focus on what matters through intelligent prioritization



Customizable Dashboards

Role-based views tailored to planners, managers, and executives



Gen-AI Assistant

Gen AI chatbot offers instant insights and suggestions

Demand Sensing & Forecasting

Leverage external signals (weather, social media, point-of-sale data) combined with AI to improve demand forecasting accuracy

Inventory Management

Inventory optimization with real time data sensing and end-to-end inventory visibility for reducing inventory carrying cost and arresting stock out incidents

Supply Chain Control Tower Functional Areas

Logistics & Transportations

Route cost optimization model leverages optimum logistics transfer design with minimum cost.

Production & Capacity Planning

End-to-end visibility to match demand and supply with recommendation for proactive actions

Supply Chain Control Tower Use Cases

Demand Sensing & Forecasting



Demand Forecasting & Forecast Review: Improve forecast accuracy by ingesting historical sales data, removing anomalies, and applying AI/ML models. Enables planners to review and adjust forecasts using key metrics like MAPE and Forecast Bias to align with market trends and upcoming events.

Inventory Management



Inventory Health Dashboard: Provides a consolidated view of actual vs. planned inventory, goods receipts, and stock coverage. Enables faster decision-making through automated alerts for gaps, helping reduce overstock and prevent stockouts.



Real-time Inventory Visibility: Delivers live visibility into key inventory KPIs—such as value, turnover, and days on hand—across geographies and categories. Empowers teams to monitor and act on at-risk SKUs with low or stagnant movement.



Inventory Planning: Enables dynamic planning of safety stock, reorder points, and lead times to align inventory with real-time demand. Helps streamline replenishment decisions and maintain service levels in a changing market.



Inventory Optimization: Uses service levels, lead times, and cost parameters to calculate ideal stock norms through EOQ and statistical models. Supports cost-effective stocking by identifying inventory risks and recommending corrective actions.



Stockout Management: Predicts stockout risks up to 6 days in advance using demand and inventory data. Proactively recommends stock transfers to meet service targets and minimize sales loss.



Shelf-life Management: Identifies products nearing expiry based on movement trends and shelf-life thresholds. Equips planners with early alerts to mitigate waste and optimize liquidation strategies.

Logistics & Transportation



Route & Cost Optimization: Calculates the most efficient delivery routes by balancing freight cost, vehicle constraints, and available stock. Enhances logistics performance and reduces last-mile delivery expenses.

Production & Capacity Planning



Demand Supply Matching: Continuously aligns forecasted demand with available and incoming supply to prevent shortages or overproduction. Improves capacity utilization and ensures smoother supply chain operations.

Our experience in delivering value chain analytics for one of largest CPG manufacturers of India



45+ Categories



5000+ SKUs



7 million+
Retail Outlets



110+ Plants



5000+ DCs



Business Challenges

- Integrating data from multiple disconnected systems with inconsistent quality impacts the reliability of analytics.
- Frequent disruptions and the complexity of modern value chains make it difficult to balance cost and business outcomes.
- Technical limitations in connecting legacy and automated systems hinder effective, scalable analytics implementation.



Solution



Delivered advanced statistical models for predictive demand forecasting



Implemented AI-powered, decision-driven supply planning engine



Deployed Push-Pull and fair share logic for balanced stock allocation



Designed cost-efficient logistics network with automated, role-based reporting



Business Benefits

15%

improvement in
accuracy
forecasting

90%

reduction in
planner efforts

20%

increase stock
transfer order
planning
efficiency

Our experience in building an intelligent decision support platform for a leading pharmaceutical manufacturer in the EU.



150+
Plants



80+
Countries



1000+
DCs



30K+
Dealers



1000+
Suppliers



Business Challenges

- Opportunity to enhance end-to-end supply chain performance by aligning improvement initiatives with long-term strategic goals.
- Need for more scalable, integrated design processes across regions to enable balanced optimization of cost, service, and risk.
- Desire to accelerate scenario-driven decision-making and embed KPI-linked, scalable supply chain design practices enterprise-wide.



Solution



Unified web-based platform integrated with multiple ERPs for seamless data flow



Enabled intuitive scenario planning and simulations for business users



Special allocation models for supply-demand mismatches during disruption events.



Implemented intelligent checks and end-to-end optimization for data-driven supply chain decisions



Business Benefits

Improved forecast accuracy by **20%**, enhancing planning reliability

Reduced planning time by **60%**, increasing operational efficiency

Start Building an Intelligent, Agile Supply Chain

Visibility + Intelligence + Agility = Competitive Advantage

Let your supply chain become a source of resilience, efficiency, and growth.



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. The company provides technology solutions and services to enterprises across industries such as Banking & Financial Services, Healthcare, Manufacturing, Consumer Goods, Travel and Hospitality, through a combination of traditional and newer business models, as a long-term sustainable partner.

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