

**THEN – The Company:**

- Was experiencing fast-paced growth; looking to diversify into different product segments, requiring a larger distribution network.
- Was keen to maintain market position, in the face of stiff competition from multinational players.
- Rolling out brands across product categories, while building market reach was becoming very challenging.
- Localized systems at branches/ factories lead to delays in information, errors, and process deficiencies.
- Was seeking to streamline operations without stressing budgets or human resources exploiting technology

**NOW – The Company**

- Is a major player in the fast-moving consumable goods sector (FMCG) sector – considered to be top 5 in India
- Is listed on BSE, had a very successful IPO
- A dominant market share in most of its product categories.
- A pan India presence with 2000+ distributors, 120+ stocking locations and 20+ factories
- A robust IT backbone and the latest technologies to buffer the growing business infrastructure enabling critical business applications had to be rolled out faster.

**TESTIMONIALS**

“Development and implementation was of very good quality, cost effective and they (Innosolv) exceeded expectations from the project.

The qualities noticed were:

- Ability to map 'project expectations', 'As is' and 'To be' processes.
- Recruitment, retention, and motivation of competent technical team.
- Cost effective solutions and Hardware.
- Analytical ability and vision for the 'to be' process, and control requirements.
- Focused approach and total commitment to project and quality.
- Confidence and ability to deliver deliverables on schedule.”

**- Vice President (Finance) FMCG Major**

**BENEFITS**

- *Enabling Robust and Reliable Delivery of Applications to Remote Offices* - Centralized management capabilities and control streamlined operations; Real time information is now available to the management on sales orders/demand, inventory, sales and receivables;
- *Centralized Management Bolsters Business Operations* – Deployment of new modules, to meet future requirements, was key to improving business performance for this fast-growing FMCG with expanding manufacturing and distribution locations: Beyond manufacturing and stocking locations, thousands of distributors across India can now transact sales online on a centralized application.
- *Better Market Intelligence helps Market Performance* – Deployment of ‘Sales and Distribution’ module has been critical for the company. Despite being a dominant domestic player, the company has had to contend with stiff competition from multinational FMCGs: Real-time market intelligence is very important for a fast-growing business. Tracking movement of goods and products, knowing customer preferences and complaints, allowed the company to take proactive steps and measures (discounts, schemes, new products) increasing market share in different markets based on availability of timely information. A module to manage advertising campaigns (TV, Radio, Events, etc) helped control millions spent on various activities across products/ brands/ regions even tracking ad slots across television networks in India.
- *Centralized Administration Optimizes IT Resources* - The support and solution management model has been crucial to managing the IT environment: A small team manages user queries and support, and application deployment without disrupting business operations: Solution has a high scalability while cost of maintenance and monitoring are low.

**CHALLENGES**

- Real time information for improved decision making - since the sales offices and manufacturing units were not centrally connected, there were problems faced with respect to data consolidation and reporting.
- Absolute and centralized control over all aspects of business operations – Exercising control over procurement, inventory, production/quality, distribution and stocking was a challenge owing to a lack of an integrated system.
- Fast, accurate information access for remote end users.
- Consolidated reporting - In order to stay ahead of competition and capitalize on market potential an enterprise-wide solution was a necessity.

**SOLUTION** (TECHNOLOGY & APPROACH)

- Thorough planning and efficient execution eliminated all deployment hassles. The implementation phases were glitch-free and technology enabled deployment of the solution from a central location meant very short timelines for implementation.