

Increasing supply chain visibility for a beverage manufacturing major

Enhanced analytics and diagnostic capabilities with a
detailed demand and supply view



The client is US based, world's largest beverage manufacturing company that sells and markets non-alcoholic beverage concentrates, syrups, and alcoholic beverages.

The Objective

The client wanted to increase supply chain visibility across its supply chain comprising of concentrate manufacturers and they were exploring a solution which could provide a detailed demand and supply view while giving them a real time picture of the

shipments. They wanted to have a pilot implementation on few units first, before going full-fledged with the solution, to ensure that all the different business asks are being catered to.

The Challenge:

To increase supply chain visibility for a client with concentrate manufacturers, by implementing a solution that could provide real-time tracking of shipments and a detailed demand and supply view. The scale of the implementation was massive coupled with multiple business requirements.

The Solution:

The HCLTech team implemented Blue Yonder Luminate Control Tower to address the business needs of the client. The different use cases and user requirements were noted down in the requirement gathering and design discussion phase and implemented in the following phases:

- Visibility to FG inventory across the network (concentrate manufacturer and bottler) with dynamic calculation of projected inventory and what-if simulation scenarios
- Visibility to orders and their corresponding shipments
- Real time shipment-tracking and exception generation based on shipment status and requirements
- Custom built inventory and shipment dashboards as a part of analytics to provide insights and trends



The Impact:

The key benefits and business impact that were achieved are listed below –

Improvement in node level visibility of inventory along with simulation capabilities enabled the planner to model multiple scenarios to mitigate any disruption while increasing his efficiency in doing the same

Real time visibility of inventory and shipment meant that the internal and external collaboration between supply chain partners were improved

With custom dashboards and the capability to enrich them further, the customer was provided with enhanced analytics and diagnostic capabilities

After getting satisfied with the impact and benefits observed in the pilot implementation, the client decided to extend the scope for the implementation across the North America geography.

