

Supply chain control tower

A visibility solution for quick commerce



How covid changed the rules of the game

The upsurge of covid proved quick commerce – online grocery shopping to be one of the “new normal” e-retailing platforms providing a win-win situation both for e-retailers and customers in terms of time to procure product and getting delivered right at the doorstep.

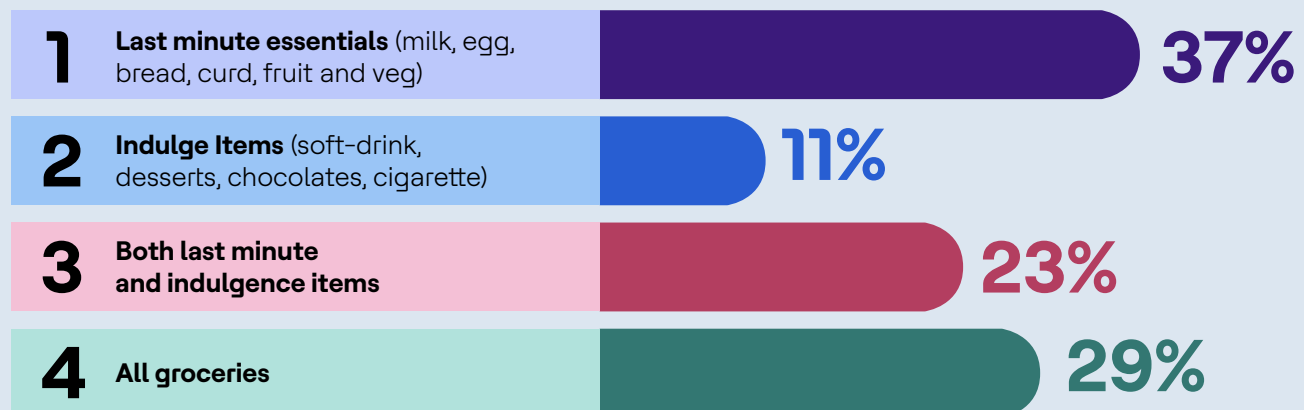
For any successful online grocery strategy to be implemented –stock visibility and on time replenishment across the multiple distribution centers at the “right place and at the right time” plays a key role for successful last mile delivery of customer fulfilment. Traditionally, a native supply chain planning solution tightly coupled with multiple fulfilment and inventory solutions provided a basis for stock replenishment to multiple distribution centers and warehouse locations. With the introduction of more advanced algorithms mining deep into ai and ml capabilities – lead to a more proactive approach to mitigating range of inventory issues focused but not limited to over stock to stock out.

However, with all the Cutting-Edge Proactive Planning and Mitigation Solutions Put in Place – There Still existed a Need for “User Controlled and Decision Making” solution – an Extended Version of Planning and Analytics which Not only Provides users with Inventory “Visibility and Mobility” but also allows them to Immediately “Connect and Collaborate” “All Hands on the System” Approach to Fix any Impending Stock Issues Which Impacts Customer Order Fulfilment.



Quick commerce: what customers order

Based on a survey by LocalCircles {sample size: 9,000-10,000}



Source: <https://economictimes.indiatimes.com/tech/technology/flipkart-launches-45-minute-grocery-delivery-to-scale-up-operations-next-month/articleshow/89643564.cms>

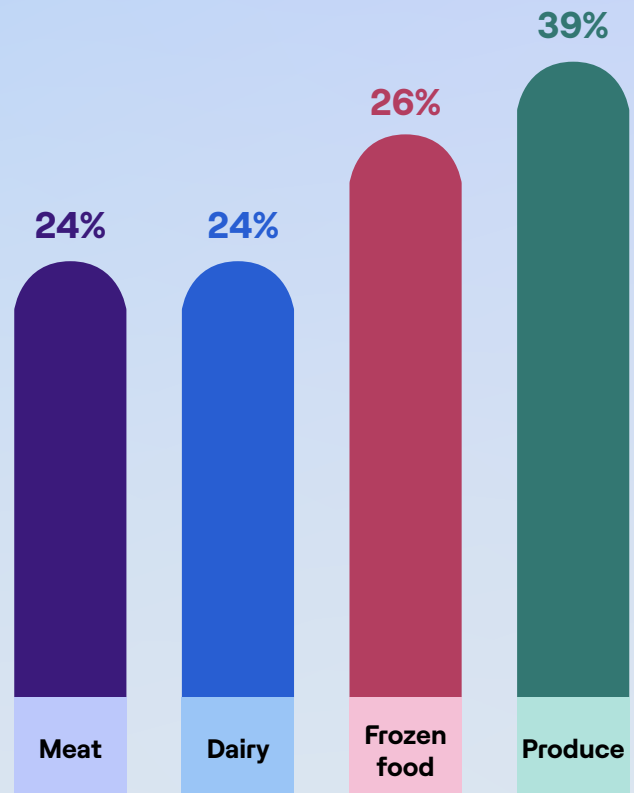
Why inventory stock check for groceries is important?



Grocery Shopping – Unlike a Regular Store Sell –Relies Mostly on “Fresh in Stock” Availability of the Inventory. If a Customer Orders Groceries or any Fresh Food Item– It Needs to be Same Day Delivery – So, the SLA for Such a Fulfilment Model has to be always 100%. Unlike any Hardliner or Soft-liner Shopping which can still afford a Next Day Delivery – Any Service Delays for Groceries and Fresh Food will have Customer Issues.

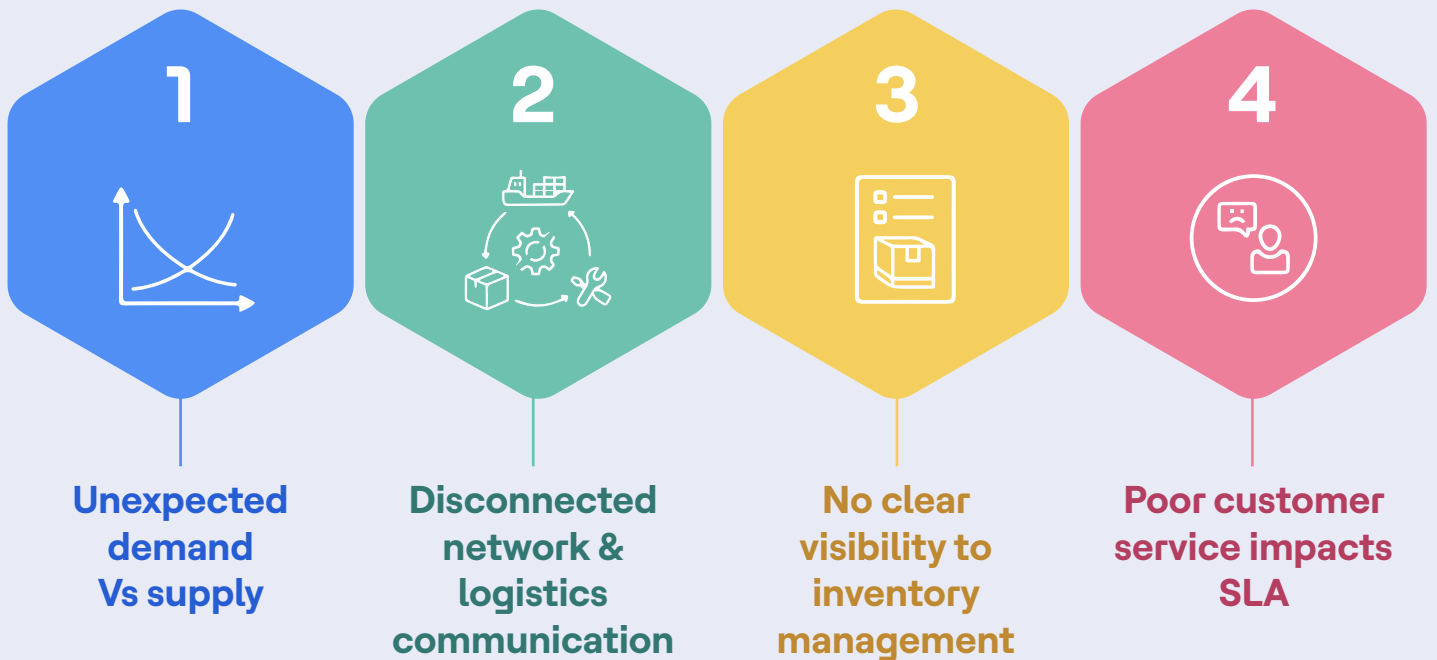
For Such a Fast-Paced Model to Sustain, One of The Common Methods of Timely Procurement and Replenishment calls for Regular Stock Check and Stock Transfer Replenishment which typically Ensures a Quick and Faster Proactive Inventory Fill from a Targeted Nearby Radius Distribution Centre or a Warehouse to the Nearest Hub for Customer Fulfilment. The Turn Around Time for a Multi Leg Shipment Model Needs to be Fast to ensure a Successful Last Mile Delivery to the Customer.

Network tracking and route optimization becomes more critical when delivering temperature controlled items or perishable items which have a high probability to lose the effective nutrient food value if delivery is delayed on the road. In scenarios like these supply chain planners need a real time visibility “of the present stock” across their retail chains to cater to any unforeseen stock out situations in any of their dc’s or hubs within the nearby close proximity of shipment spot. With a calculated predictive time of arrival for last mile delivery, gives a more controlled track and trace view of the commitment to fulfil the customer order to complete supply chain cycle.



% respondents gave low ratings to statement “The items I received met my standards for quality and freshness”

Current blind spots in supply chain cycle



Selecting the right control tower solutions

With a gamut of In House and Vendor Agnostic Control Tower Solutions already in the Market and with the common myth of control tower centric to only dashboard capabilities – how does a customer decide to choose and invest on the control tower solution which fits the supply chain requirements? Some of the Key Driving Enablers analyzed:

Intrinsic technology enablers



Machine learning based diagnostic capabilities enabling users to categorize the top failures for a supply chain cycle. This information acts as a key input for a more mitigated solution based approach for supply chain decision making



Machine learning based predictive analytics enabling a future forward demand surge and keep a stock check for customer fulfilment



Prescriptive analytics allowing users to take actions based on system suggested recommendations

Extrinsic value to the users



360

Provide a 360 degree aggregated real time visibility to the organizations retail inventory stock situation across stores and distribution centres.



Focus area on temperature controlled items



A user "decision" friendly interface capable of suggesting the nearest best route stock replenishment options across distribution centres and hubs within the nearby radius



Multi leg shipment mobility and tracking of the items till last mile customer delivery

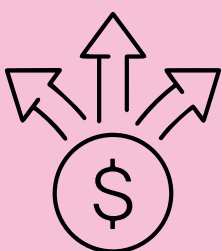


Hands on "connect and collaborate situation war room" model of working



Predictive time of arrival takes precedence over estimated time of arrival

Investment Vs Choice



For any holistic customer investment on a control tower implementation, the above checklist acts as a baseline beyond just the dashboard capabilities – a control tower is just not a dashboard but a user control decision making system with robust capabilities and features capable of controlling the supply chain uncertain market dynamics on the click of a mouse – a revolution in the making which can only get better and better over time.

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