

# Reimagining supply chain through data-driven transformation

Empowering efficiency and cost optimization with Alteryx



A **US-based brewing systems company partnered with HCLTech to enhance their supply chain logistics during the pandemic.** By leveraging Alteryx and Tableau they achieved higher fill rates, cost savings, and time efficiency through improved demand forecasting and workflow automation.

### **The Objective:**

Enhancing data solutions for nationwide supply chain logistics

To improve their data solutions for supply chain logistics, with a specific focus on inventory management. They sought more efficient ways to handle the distribution of their hot and cold products across multiple warehouse centers nationwide. The tech stacks used were Alteryx Analytic Process and Automation (APA) Platform.

### **The Challenge:**

Meeting increased demand and handling unformatted data during the pandemic

The COVID-19 pandemic brought about a significant surge in demand for online shopping, consumer beverages, and coffee machines, presenting several challenges. One of the challenges was the difficulty in forecasting demand accurately, as data from warehouses and distribution centers were not properly curated, leading to delays in predicting quantity requirements. Additionally, analysts faced the obstacle of evaluating unformatted data from multiple data warehouse platforms, such as Snowflake, SAP, and Oracle, resulting in increased time spent on data evaluation and analysis.

### **The Solution:**

Implementing control towers, Alteryx workflows, and efficient logistics planning

HCL addressed the challenges by implementing three control towers for regular performance briefings and planning meetings. They developed 36 Alteryx workflows, enabling comprehensive ETL solutions for diverse business lines. Advanced inventory alignment tracking utilized historical data to predict demand four weeks in advance. A dedicated team of four analysts (2 Alteryx, 2 Tableau) ensured seamless logistics planning and management, resulting in billions of dollars' worth of goods sold. Automated queries saved time and costs, enabling swift responses to demand surges with up-to-date data. This streamlined approach improved operational efficiency and enhanced the client's supply chain logistics network.





## The Impact:

Supercharging efficiency and cost optimization

We have achieved a **fill rate increase of warehouses to 90%**, ensuring that stock levels across the network remain adequate with an average **fill rate increase of 10-15%**. This has resulted in substantial operation cost savings, with **\$2Mn to \$5Mn worth of goods saved** by avoiding overproduction through improved demand forecasting. Additionally, our implementation of Alteryx workflows has led to efficient gains, saving analysts 4 hours per day by automating data refresh processes.