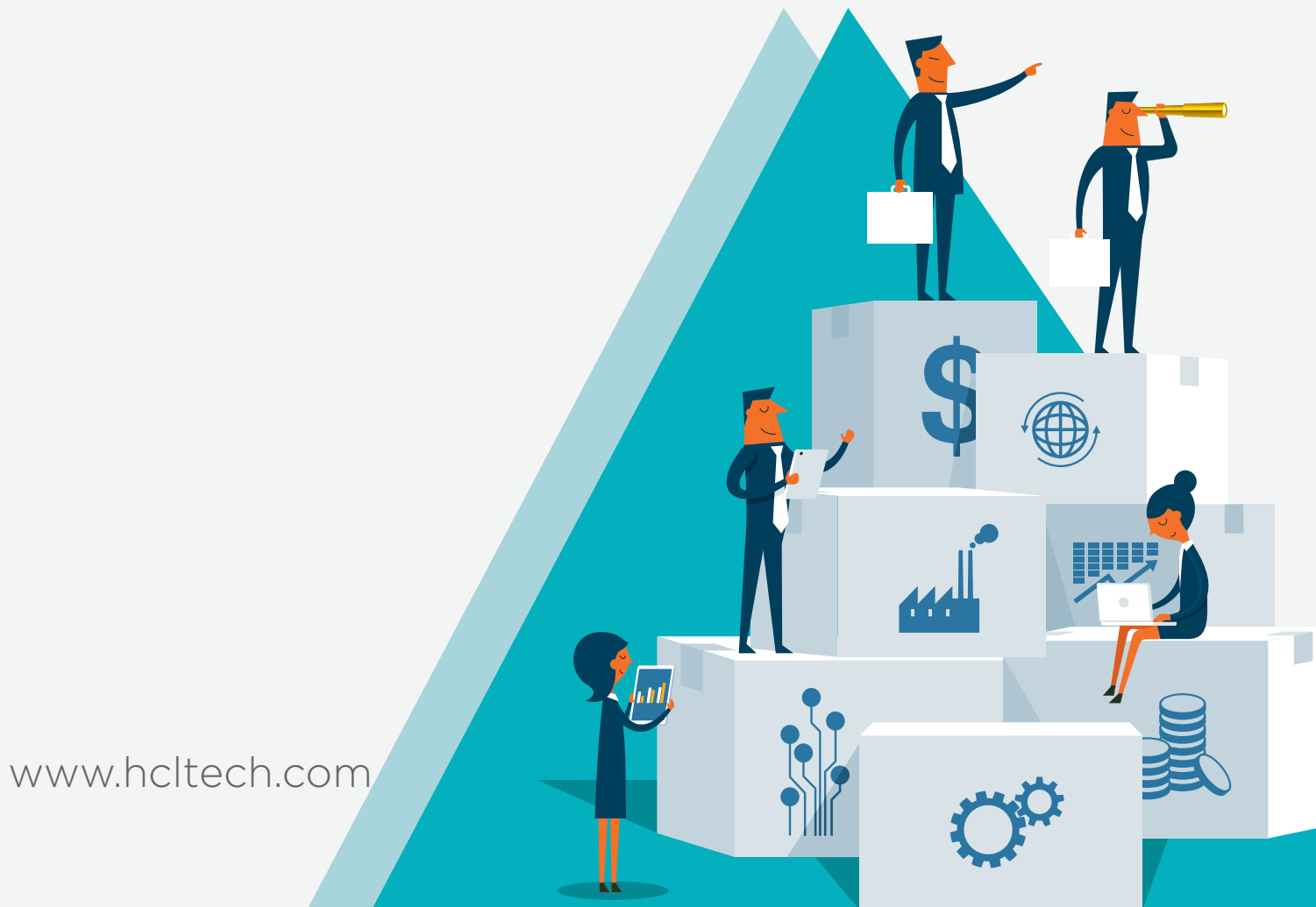


# Accelerating innovation in new demand cycle

Transformation. Resilience. Insights



Today's retailers are striving to strengthen their supply chains so that when the demand-supply cycle varies as per the need of the consumers, they can serve to the multichannel business dynamics, cost-effectively. To serve individual customer orders cost effectively for distributed geographies, retail organizations need optimal located distribution centers in the absence of which they will need to redesign their networks to be closer to the customers.

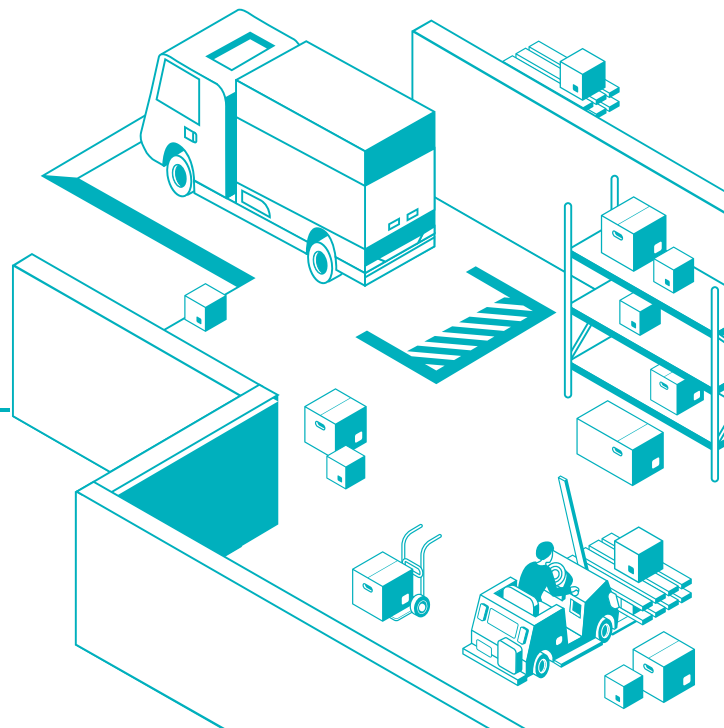
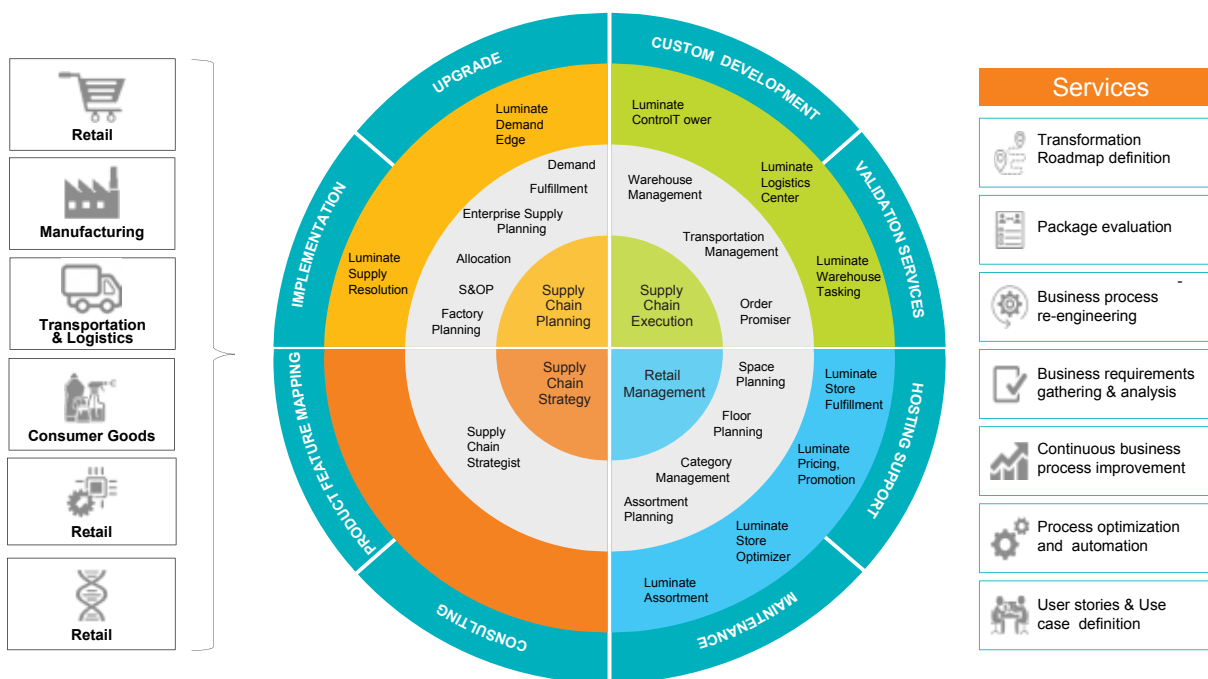
Therefore as retail supply chains get optimized for stores, the retail organizations must strive to achieve following business scenarios:

- Maximize Sales through Perfect Product Availability
- Right Products at the Right Time at the Right Location
- Improve Inventory and Supply Chain Management along with In-Stock Percentage
- Reduce Cost of Goods through Efficient Distribution and Supply Planning along with Lower Material Handling and Transportation Costs
- Increase Planner Productivity and Supply Chain Efficiency through Elimination of Manual Work in the Supply Chain Network
- Turn Demand and Supply Planning into a Competitive Advantage in the Industry



## How HCL Can Help?

HCL's Retail Practice for BlueYonder (previously JDA), with its robust retail solutions, can help you plan and optimize the flow of demand and fulfillment business processes for seamless supply chain management.

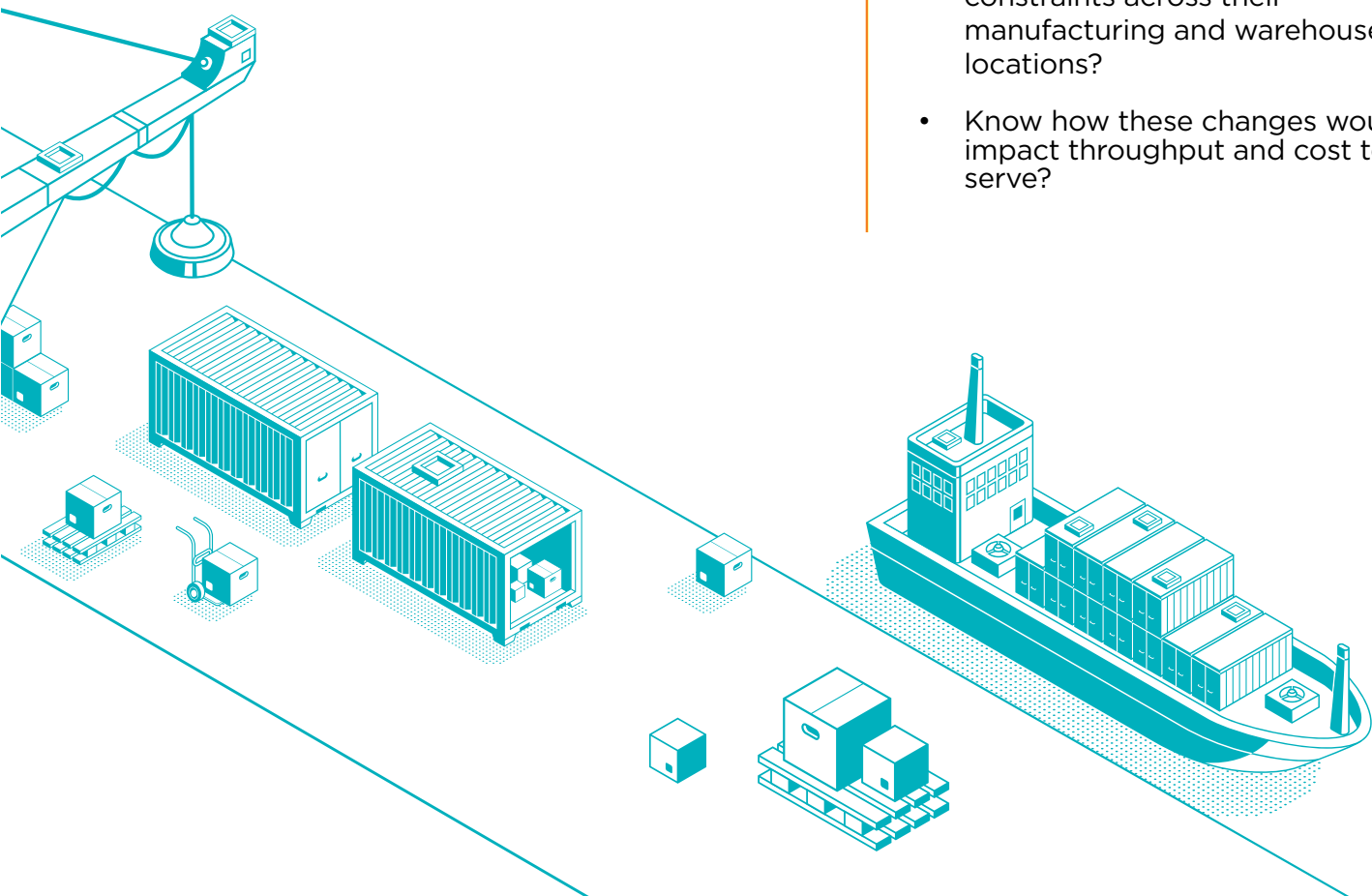


## HCL-Blue Yonder's 360° Capabilities:

- Strategic relationship as an Systems Integrator + Engineering services driven at the CxO level
- 350+ functional and technical consultants with experience in 50+ engagements globally
- Product engineering partner for Pricing Revenue management, Direct Commerce and Soft Grocer product line
- Co-development of the latest retail solutions and applications including Luminate Control Tower (LCT) – Supply Chain visibility tool leveraging machine learning
- Engineering tools for migrating products to Azure, building MuleSoft integration layer, co-developing an IoT solution

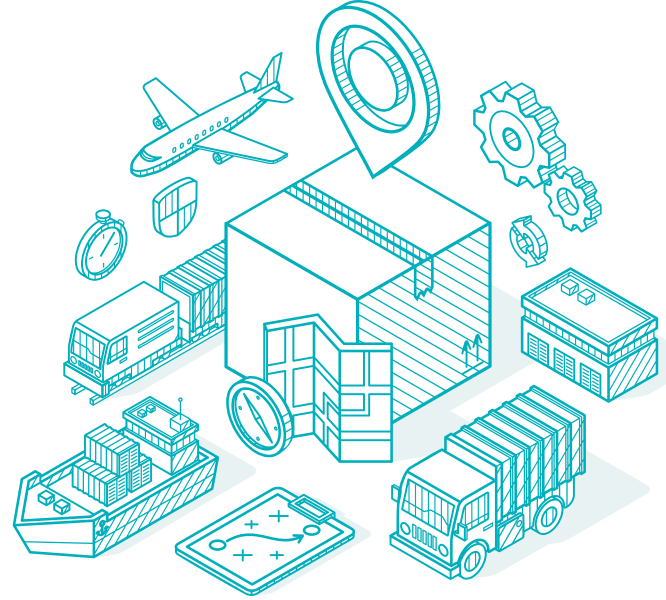
## Do You Want to:

- Predict the impact on cost and throughput due to selling channel changes in the procurement cycle?
- Have visibility toward the impact of the changed demand plans based on inventory and service levels across locations?
- Envisage changes required in inventory policy to accommodate/ mitigate all the above changes and constraints in the supply chain management process?
- Know how these changes would affect service levels in supply planning?
- Understand which organizations are at risk of hitting capacity constraints across their manufacturing and warehouse locations?
- Know how these changes would impact throughput and cost to serve?



## Our Solution and Framework Approach

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Organizations have realized the importance of supply chain design and fulfilment exercises; but are still unable to make the best use of it. The challenge typically lies in selecting the right approach. While internal factors driving demand and fulfilment are focused on driving service delivery and working capital optimization across existing channels, external factors focus on driving significant structural changes in global and dispersed distribution networks.

Through our **Solution Accelerators**, we provide you the tools, simulation techniques, and process orientations that are needed to quickly plan for and implement strategies that sustain cash flows and have a positive impact on your bottom-line objectives. Our focus is dual:



### Short to Medium -Term Time Horizon

- Defining the critical components of your workflows keeping in mind the constraints imposed by the current business environment and your channels for demand & fulfilment
- Understanding which channels and capabilities are critical to servicing customers in the immediate time horizon
- Mapping and redefining the underlying processes for those critical capabilities and integrating them into the daily workflow of the company quickly with minimal disruption via our **retail solutions**



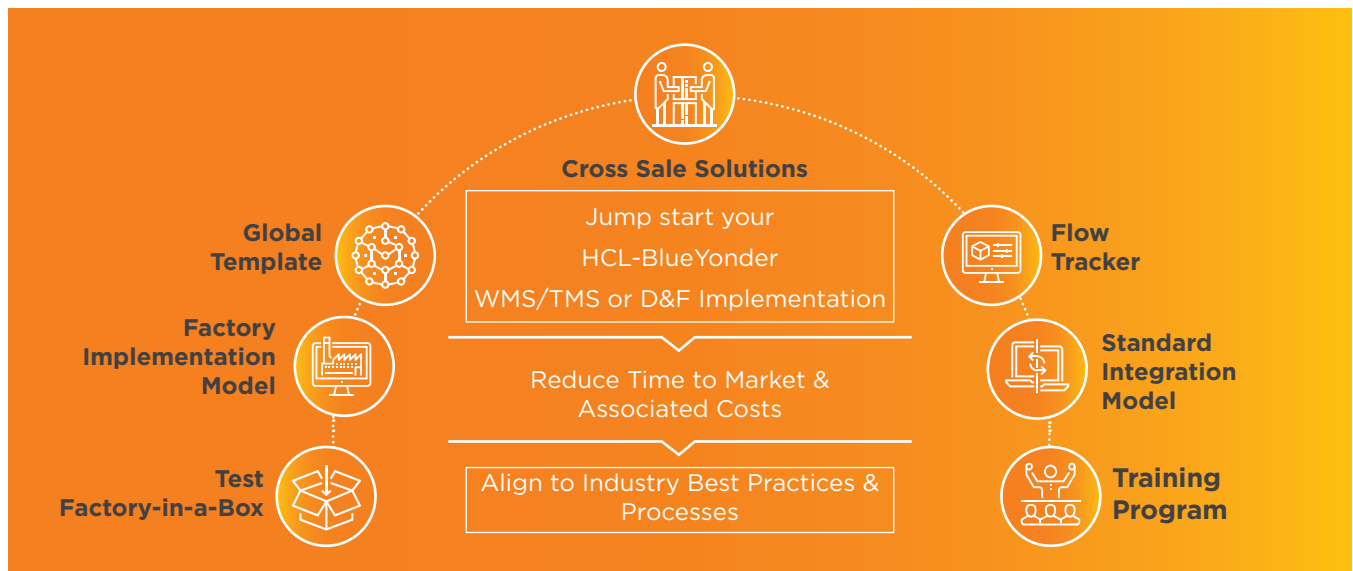
### Longer-Term Time Horizon

- Evolving new optimization strategies keeping in mind the disruption an event like COVID-19 can have on market and sectoral dynamics
- Simulation of multiple scenarios based on reliable data sources that would help in the determination of the strategic direction taken by the company
- Optimization opportunity exploration at increasingly granular levels to boost overall cost and process efficiencies in addition to discovering new ways to improve customer engagement and customer retention

Whether you're planning an inventory, or capacity-related efficiency optimization project, HCL Technologies can help your present supply chain ecosystem to provide a wide view of similar projects and suggest potential ways to optimize your supply chain network and ROI.

## Our Accelerators

With over 20 years in the Supply Chain business, HCL Technologies has built an extensive set of tools and processes to ensure that our implementation projects run consistently and smoothly. Some of our implementation accelerators include a rapid deployment methodology, out of the box business/industry scenarios, standard test script automation, and an excellent training program. Examples of some of these accelerators include:



## Your Partner of Choice for End-to-End Requirements

### 1 CONSULTING AND BUSINESS PROCESS SIMPLIFICATION

Stakeholder identification and workshops to finalize objectives and scope of assignment

#### BUSINESS USERS



Process Experts



Consulting Team



Business Architects and Analysts

### 2 IMPLEMENTATION, UPGRADES, MIGRATION, AND MAINTENANCE PROJECTS



Product Implementation and Enhancement



Migration from On-premises to SaaS



Maintenance Projects

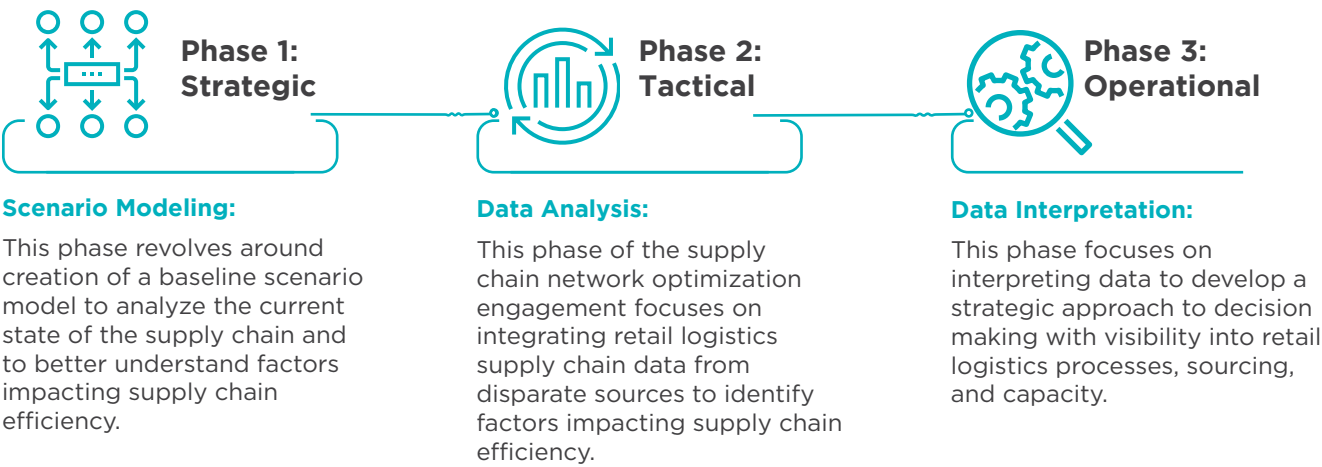
### 3 SYSTEM INTEGRATION AND DATA MODELING

### 4 ON-GOING BAU SUPPORT POST IMPLEMENTATION

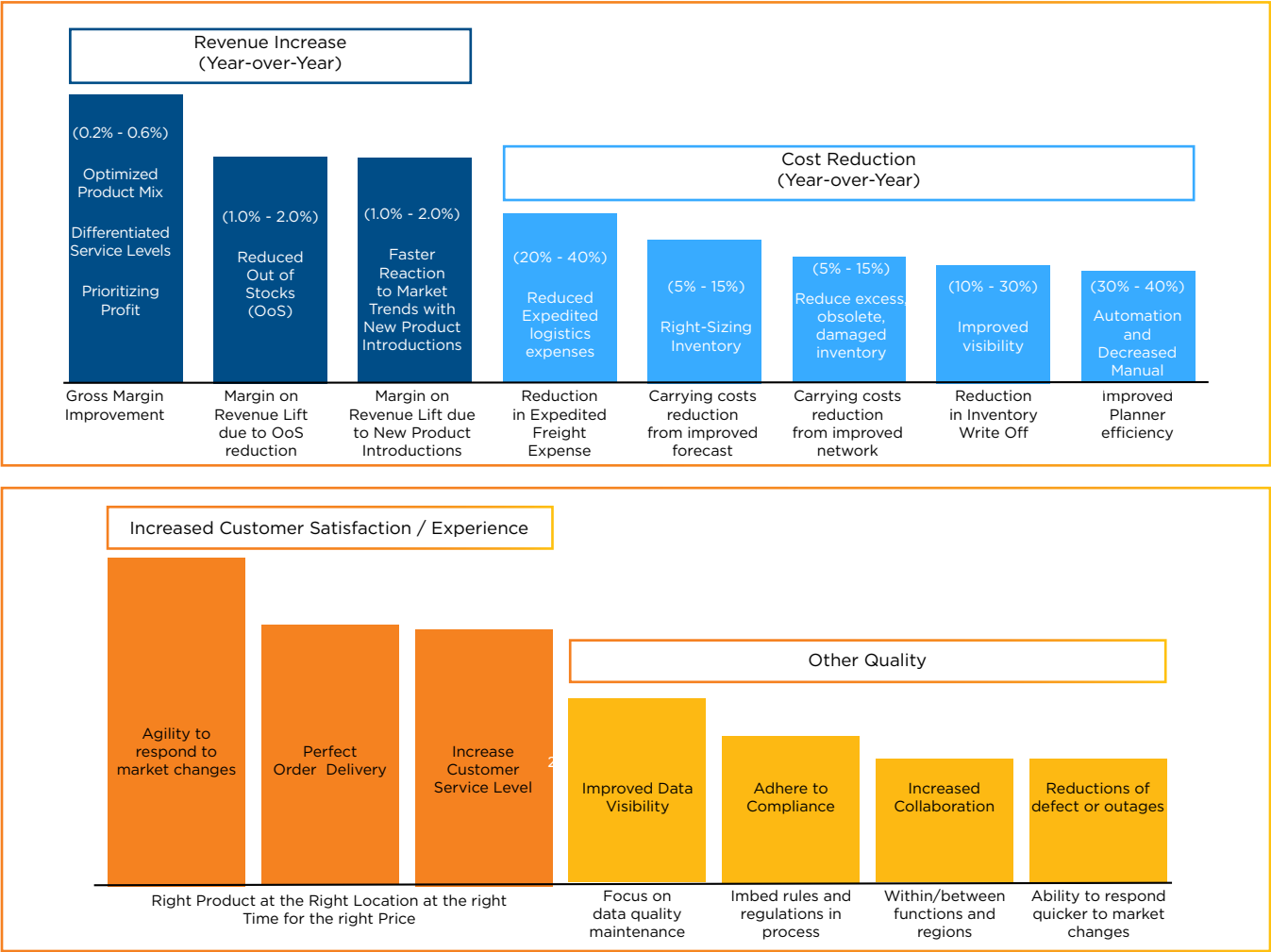
Helping Retailers and CPG organizations build an Agile, Intelligent, and Intuitive Supply Chain

# How can HCL help you improve your business outcomes?

Our Demand and Fulfilment modeling decisions typically are taken at three phases as explained below:



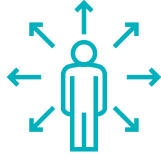
## Business Benefits- Financial and Quality



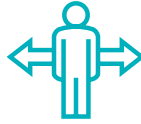
## Our Success Stories:

### Success Story 1:

A leading European multinational specialty retailer, with a range of 10,000+ products and a network of 4,000+ global suppliers and 300+ stores, wanted to optimize its network footprint. Our supply chain management optimization exercise helped them achieve the following business benefits:



Cater to growing online sales volumes



Enable direct delivery from suppliers to stores



Increase in capacities in some of its key distribution centers

### Success Story 2:

A pharma major holding a diverse product portfolio from low-value density commodity products to high-value density medical devices, had developed a network of co-located warehouses in various countries. Our supply chain management optimization exercise helped them achieve the following business benefits:



Reduce the operating costs through a sustained logistics footprint



Manage current and future growth plans across geos



Establish customer-specific service levels

For more details, please contact [CS\\_Marketing@hcl.com](mailto:CS_Marketing@hcl.com)



[www.hcltech.com](http://www.hcltech.com)

**Hello there! I am an Ideapreneur.** I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 150,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 49 countries. **How can I help you?**

**HCL**