

OpsVeda for Consumer Packaged Goods

Real-time farm to shelf visibility for a leaner supply chain

The external environment has never been this hostile to CPG companies. Plateauing market and the rise of private labels has meant anemic volume growth. Retailer consolidation has resulted in pricing pressure which has further hurt the top-line. Simultaneously, higher raw material, transportation and labor costs have squeezed margins.

Given this environment it is not surprising that CPG companies have two conflicting objectives from their supply chain - improve service levels while containing costs. On the face of it, this is an ideal case for a demand-driven supply chain. But the marketplace for CPG products is complex. The rise of convenience, drug, & discount stores, e-tailers and specialist outlets (eg. organic products) has made lean execution very complex. To make matters worse, the marketplace complexity is increasing.

With the advent of Internet-of-Things (IoT), most constituents of the CPG supply chain are generating more data than ever. OpsVeda enables a lean supply chain by acquiring data from the extended enterprise, integrating it to forecasts and assessing up/down-stream impact. It replaces reports that detail what happened yesterday with **real-time** actionable insight that enables decisions that improve results tomorrow. This helps CPG companies to recapture a portion of the typical 10-20% revenues and margins left on the table due to out-of-stocks, excess inventory, missed deliveries and penalties.

Monitor | Control | Optimize

Real Time Actionable Intelligence
Cloud or On-Premise
Live in < 6 weeks

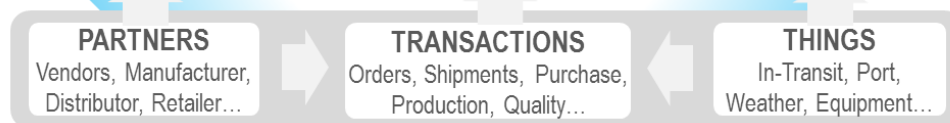
Consumption



Processes



Data Sources



Process Agnostic Data Store

Powered by
SAP HANA®

BENEFITS

Increase Revenue

- ⇒ Produce & Distribute to Demand
- ⇒ Replenish optimally on-time
- ⇒ Conduct timely promotions

Reduce Costs

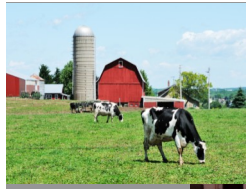
- ⇒ Optimize inventory levels
- ⇒ Reduce wastage
- ⇒ Reduce SLA linked penalties
- ⇒ Reduce LTL shipments

Improve Service Level

- ⇒ Production tracking and downstream adjustments
- ⇒ Smart fill-rate management
- ⇒ Smart inventory allocation

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Supplier Management

- ◆ Early alerts on delays based on Trends, Acknowledgements, ASN & GR Postings
- ◆ Supplier delay impact analysis - Manufacturing & Sales
- ◆ Real-time view of all procurement KPIs
- ◆ Vendor timeliness, fill-rate and quality analysis
- ◆ Buyer performance monitoring

Inbound Shipments

- ◆ Real-time monitoring of shipment conditions (sensor data)
- ◆ Alerts based on deviation from route plan, weather reports etc.
- ◆ Carrier and route performance analysis



Manufacturing

- ◆ Procurement and production to demand plan and POS signals
- ◆ Real-time assessment of short or excess production, and WIP inventory
- ◆ Monitoring of production schedule and costs
- ◆ Visibility to impacted transfer orders in instances of deficit production
- ◆ Equipment maintenance & repair performance

Sales Operations & Outbound Shipments

- ◆ Real-time monitoring of available to promise/ship inventory positions
- ◆ Order allocations to achieve most optimal regional coverage
- ◆ Carrier and route performance analysis
- ◆ Managing order sizes and combinations for cost-effective transportation



Retail Management

- ◆ On-shelf availability and sell-through rate related alerts
- ◆ Time on shelf analysis and retail inventory optimization
- ◆ Promotion alerts based on stock ageing and expiration dates
- ◆ Product cannibalization, competitor success indicators

Out-of-the-box Industry Content | Business Authored Rules | Reconfigurable Storyboards | Powerful Visualization | Quick Search | In-Context Collaboration

OpsVeda is an enterprise software company focused on providing operational intelligence and real-time analytics solutions. It enables real-time predictive visibility into opportunities and risks across execution processes spanning order fulfillment, supply, manufacturing, logistics, channel, and retail operations. OpsVeda customers span the consumer packaged goods, apparel & footwear, life sciences and high-tech industries.



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