

Case study | FMCG

SP TMS

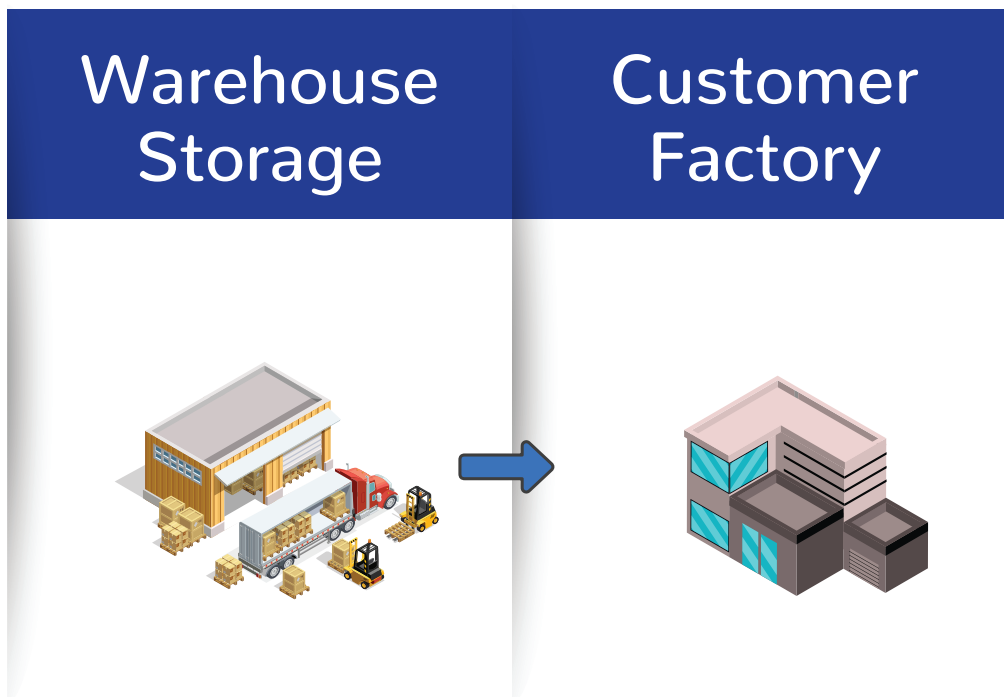
Fortune 500 Conglomerate's
FMCG Division Achieves 6%
Truck Capacity Boost and
Logistics Transformation with
Centralized Automation

» About the Company

A renowned conglomerate in India known for its extensive and varied business ventures. This Fortune 500 giant has risen to prominence as one of the nation's leading private sector corporations, with interests spanning several industries, including FMCG, Hotels, Packaging, Agri-Business and many more.

With a strong presence both domestically and on the global stage, they address a diverse array of consumer needs by providing a diverse range of brands carefully crafted for specific market niches.

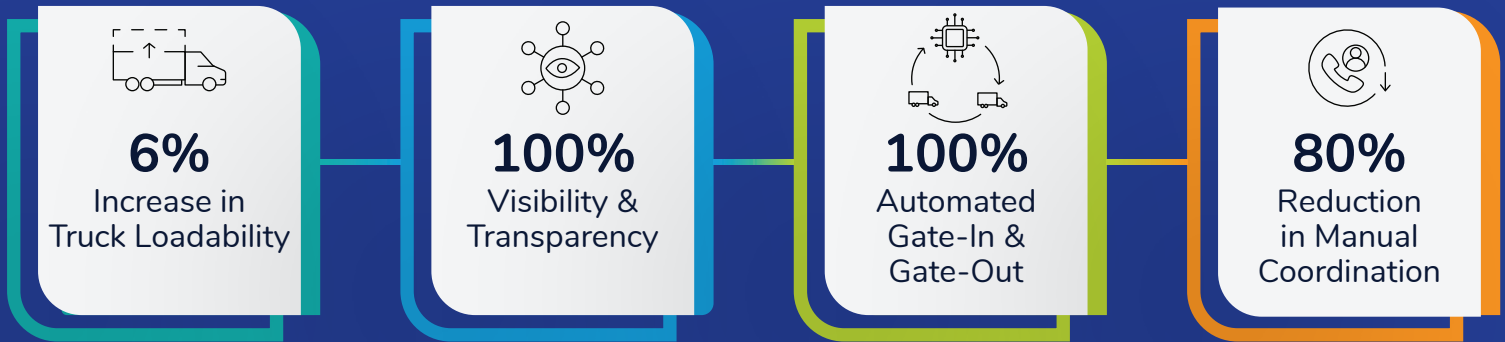
Company's Value Chain where SuperProcure adds value



Inbound Movement

(Warehouse-to-Warehouse & Warehouse-to-Customer Locations)

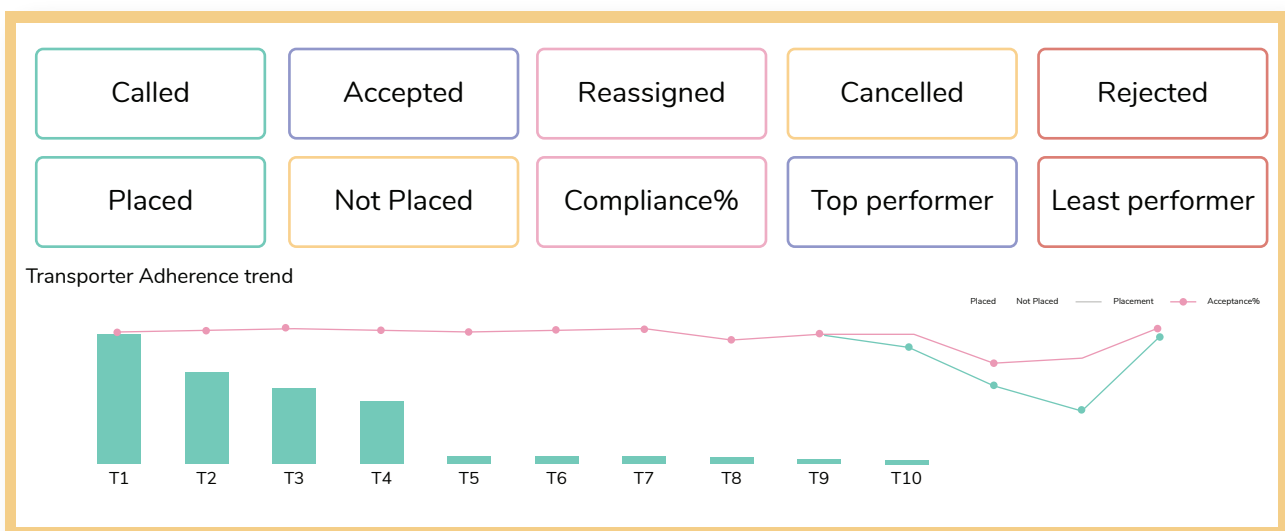
» Key Achievements



Implementation & Go-Live of SuperProcure's solution took just 7 days!

» Data-driven Insights for Strategic Decision-making

SuperProcure's platform provides multiple analytics dashboards for the management that provides complete real-time visibility of on-ground activities for better decision-making. These reports include vehicle placement analysis, insights on top-performing transporters, compliance, and more that help in optimizing logistics operations.

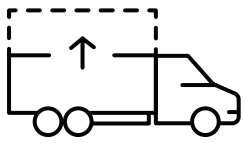


» Key Challenges, Solutions & Outcomes

The conglomerate's logistics operations heavily relied on manual processes, posing considerable challenges in visibility and collaboration for the management. The manual sourcing and operations tasks across 15 facilities proved to be highly time-consuming as the team had to deal with over 12 transporters and more than 400 vehicle trips monthly. This made it difficult for the management team to comprehend and control the ground realities.

Recognizing these obstacles, their Supply Chain team, highlighted the key challenges and collaborated with our FMCG industry solution experts to implement SuperProcure solutions tailored to their needs.

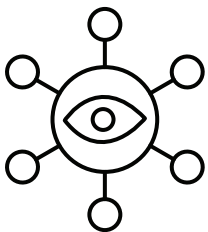
6% Increase in Truck Loadability



Challenge: Due to the low-density products, the company's truck bodies accommodate a high number of SKUs. However, manually determining the optimal number of SKUs for each specific truck became complex and disorganized.

Solution: We developed a Truck Load Optimizer that increased their truck capacity utilization by 6% that allowed the loading of maximum SKUs based on location, truck dimensions, and weight limits.

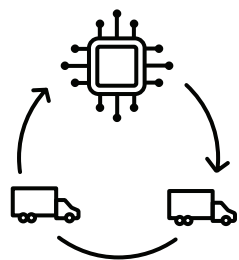
Achieved 100% Transparency and Compliance across 15 Facilities



Challenge: The management team faced challenges in obtaining real-time visibility into ground-level activities like vehicle placement, and on-time delivery and encountered issues related to transparency.

Solution: Implementing a centralized platform for all 15 facilities' to automate end-to-end logistics operations, with real-time visibility from indent, vehicle placement, tracking and delivery consolidation. Allowing a single source of information, decreasing manual coordination across stakeholders, and ensuring 100% transparency.

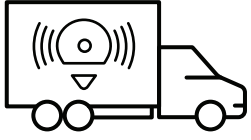
Achieved 100% Automated Gate-In and Gate-Out Processes



Challenge: Manual procedures such as physical delivery documents, stamps, and transporter phone calls were used by the company to track truck entry, exit, and delays at customer sites.

Solution: Implementing an automated gating system allowed the company to rely on accurate delivery dates, promptly address unloading TAT, and decreased manual efforts.

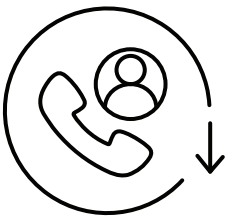
Enhanced Shipment Visibility and Efficiency through Live Tracking



Challenge: The team faced limited visibility of shipments, receiving notifications solely for cases of Service Level Agreement (SLA) breaches.

Solution: SP's live tracking solution improved visibility for 400+ monthly trips, enabling consignees to track shipments through a real-time dashboard. This eliminated frequent calling and helped them manage exceptions.

80% Reduction in Manual Coordination and Enhanced Transporter Analytics



Challenge: Manual vehicle sourcing and information exchange with transporters caused coordination challenges for pickup and delivery schedules, impeding efficient indenting processes and monitoring of service parameters.

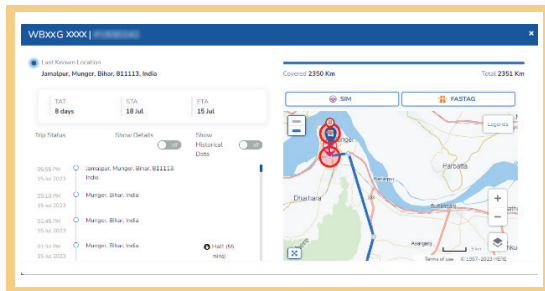
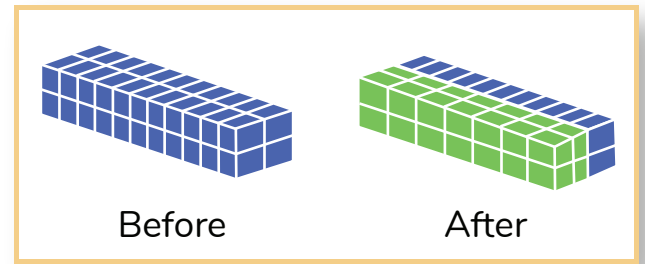
Solution: The Indent Allocation solution enabled the logistics team to raise vehicle requisition from contracted transporters and automatically allot based on budget and business rules. Data-driven performance reports helped monitor SLAs for better decision-making.

SuperProcure implemented an all-encompassing TMS solution, integrating Indent Allocation, In-plant Logistics, Shipment Tracking, and e-POD modules, to streamline and optimize their logistics operations.



» Unique Customisation

SuperProcure introduced a tailored solution called Truck Load Optimizer for the company's logistics team. This solution automates the calculation of the optimal number of SKUs that can be loaded onto a truck in a systematic manner by reducing manual efforts and increasing truck loadability.



Also, customizing two geofences, one at the parking area to monitor vehicle arrivals and departures, and another at the unloading point to track goods delivery, ensured efficient logistics management.

» Future Roadmap

A bulk indent upload functionality is being developed to allow them to upload multiple indents against their contracts in one transaction, saving them valuable time and effort. Concurrently, integrating with SAP will enhance data synchronization and drive overall operational efficiency to new heights.



» Customer Review



Agile Customization



Customer Support



Overall Quality



Ease of Use

Ready to achieve similar results?

Contact us at

+91-9555900700

hello@superprocure.com