Helping Achieve Supply Chain Efficiencies

Gazelle Information Technologies
Delivering Results

Enhancing your business by
20-30% reduction in Transport cost

30% better utilization of funds

5-15% reduction in Supply Chain costs

10-30% reduction in inventory

10-30% Increase in On-Time Delivery

And more ....
How we Achieved these Results

Case Studies from Gazelle’s History Pages
The Client
The Indian operations of US based Tyre giant.
Has two Manufacturing plants & RDCs feeding 28 C&F and 400 Distributors.

Business Challenges
- To optimize the supply chain cost - reconfiguring secondary distribution network
- Analyse the effect of GST regime on the distribution Network & costs
- To benchmark the Secondary distribution Process and costs in the Indian market.

Key Engagement

01 Conducted Workshops to understand the efficacies of Tyre Distribution and Service Levels.

02 Pan India Study for Benchmark Report of the Distribution Network and processes of all major competitors in India

03 Modeling & Optimizing the secondary distribution process using multiple decision variables, objective functions and constraints.

04 Scenario Simulation with the purpose of cost reduction and reduce the overall Supply Chain cost.

Result
Overall Supply Chain cost to serve reduced by 35% for Farm and 17% for Consumer PBUs
The Client
An Indian Breweries having active International partnership and owns 10 Beer Brands.
Supply Chain consists of 30 Breweries across India fulfilling the demand.

Business Challenges
The Beer Sourcing plan with efficient Distribution process keeping in mind the dynamic Licensing policy of India.
Analyse the real Supply Chain costs and find improvement opportunities

Key Engagement
Model the present SKU wise sourcing & external distribution cost
Understanding the business complexities of Sourcing for Data modeling process
Dynamically generating sourcing plans with What-If Scenarios

Result
Savings of Rs 125 Crores for yearly sourcing plan

Demonstrated substantial cost improvements on Entire supply chain
Providing the cost optimized Sourcing Plans on a monthly basis
The Client
One of the largest Edible Oil brand in India.
Has 6 major Plants and distribute 7.5 Million Metric Tonnes of Oil pan India.

Business Challenges
Transportation of 2500 MT of Packaged Oil daily from 6 units to a pan India Network of Distributors at an Optimum cost
Complexity in handling, with optimum Sourcing & Distribution, due to daily fluctuations of Raw material costs with razor thin margins

Key Engagement
Collated entire Manufacturing, Sourcing & Distribution costs & prepared a model
Conducted workshop to understand the major pain areas & complexities of entire Supply Chain & sourcing, establishing a dynamic data modelling process.
Dynamically generated sourcing plans with least cost of Supply chain

Result
Improvements of 4% of entire supply chain cost for a single product line, which resulted in multi-million Rupees profits
Benefits of Supply Chain Efficiency

1. SC NETWORK OPTIMIZATION
   - Locate facilities
   - Match Supply & Demand
   - Managing seasonality, and
   - Reduce carbon footprint.

5-15% reduction in SC costs
Better service level
PRODUCTION PLANNING
Optimal production schedule
Meet plant floor constraints.

Improved throughput
Reduced costs,
Reduced inventory
Leaner plants

PROMOTION OPTIMIZATION AND ANALYTICS
Decision Support
Optimum use of marketing Funds

30% better utilization of funds
Higher sales volume
Better Margins

10-30% reduction in Transport cost
Increased on-time deliveries

DEMAND PLANNING
Choose best price
Identify Optimal Commission

TRANSPORTATION SCHEDULING
Fleet Selection
Route Plan / Schedule
10-30% reduction in inventory
Improved service level

POS DATA CAPTURE
Order quantity
Order time

COMPLETE & SUCCESS!
- Reduced Costs
- Improved Efficiency
- Increased ROI
WHAT PEOPLE ARE SAYING

Gazelle’s Customer Testimonials
Gazelle displayed deep technical and process knowledge of Sales & Operations Planning and technical knowledge of Demantra and ASCP. They are customer centric.
Gazelle demonstrated very deep domain knowledge in the areas of Supply Chain optimization and developed our Pan India Beer Sourcing model that helped us realize multiple opportunities of reduction in the total Sourcing costs under complicated business constraints...

S Ramakrishnan
Vice President, Information Systems
United Breweries
Gazelle was chosen for introducing a collaborative planning process based on a scientific forecast. After Gazelle’s engagement, we have noticed a perceptible change in the organization culture and acceptance towards collaborative planning and in forecast accuracy.....

Mr. Ravi Chawla
President
Gulf Oil India Limited
We are very comfortable with the Demand forecast accuracy as well as the accountability and process the system has brought in. **Gazelle were of great professional help during and after implementing the solution**......

Bassem El-Wazir  
IT Director  
Nuqul Group, Jordan
The results of the demand planning and S&OP process implemented by Gazelle is very encouraging...we have improved forecast accuracy to upto 90%....
WE HAVE HELPED

Customer References
HOW WE HAVE HELPED

Solutions that can enhance your business too
SC NETWORK OPTIMIZATION

Locate facilities
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Match Supply & Demand
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Managing seasonality, and
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Reduce carbon footprint
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PRODUCTION PLANNING

Optimal production schedule
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Meet plant floor constraints
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PROMOTION OPTIMIZATION AND ANALYTICS

**Decision Support**
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**Optimum use of marketing Funds**
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Demand Planning

Choose the best price
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Identify Optimal Commission
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Transportation Scheduling

**Fleet Selection**
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**Route Plan/Schedule**
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POS Data Capture

**Order Quantity**
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**Order Time**
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Partnerships Formed

Technological & Strategic Alliances
Awards & Recognitions

We are Proud to have achieved
Gazelle is ISO 9001:2008 Quality certified

One of the Top 100 Projects creating impact in worldwide supply chain

Supply Chain “Pro to Know Award” by S&DC Executive Magazine, USA
Team Behind Amazing Results

7 Consultants | 11 Developers | 2 Admin | 1 Client Servicing

Lead by the Guidance of ...
Area of Expertise

- Developing and building a sustainable IT services organization
- Demand Planning
- Capacity Planning
- Supply Chain Network Optimization
- Growth strategy

Bragging Rights

Authored:
- GST : Plan your future tax journey now!
- Dialing for Change - Success Model for Telecommunications Revolution in Developing Countries

Presented and Published:
- GST preparedness for Retail
- Successful Demand Planning in the Indian Environment
- Implementing A Collaborative S&OP Process in a High Growth Environment : Experience at Gulf Oil
- Optimal allocation of SKU and Safety Stock in Supply Chain System Network

Education

- Trinity College, London
- MBA, Institute of Management Technology, Ghaziabad
- B.E. (Hons), Electrical Engineering, NIT, Silchar
Area of Expertise

• Subject Matter Expertise in Supply Chain
• Project Management
• Negotiations
• Contracts
• Growth strategy

Bragging Rights

A senior executive with a blend of operational and IT leadership experience.

Has served as CIO of a Middle East based group of companies.

CII keynote address at Dacca at a Indo Bangla Joint Business Forum in 2013.

Education

• Subject Matter Expertise in Supply Chain
• Project Management
• Negotiations
• Contracts
• Growth strategy
Area of Expertise

• Oracle Value Chain Planning
• Oracle Demantra
• Oracle ASCP
• Oracle ERP implementations
• Team building

Bragging Rights

12 years of extensive experience across all Oracle Value Chain Planning products.
Involved in product development, implementations and consulting.

Education

• B.Tech. (Hons),
  IIT, Kanpur

Gazelle Information Technologies
THANK YOU
Get in Touch

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Regional Offices