

# Transforming Supply Chains from On-shelf Availability to On-Demand Availability





## Overview

Today companies are structuring their supply chains to keeping in mind changing customer preferences. Customers now shop anytime and anywhere, are more aware, and expect a more fulfilling experience from retailers.

If we take an example of the apparel industry, with the onslaught of e-tailers, fast-changing consumer preferences, and unpredictable demand patterns, retailers face low inventory turnovers, lower return on assets/equity, and continuous pressure on margins. The three most prominent challenges faced by the retail industry are:

**Demand Planning & Forecasting:** Shorter shelf life for apparel. Demand Planning & Forecasting has become one of the biggest pain points for any apparel retailer

**Management of multiple international suppliers flows:** With customers and governments demanding more transparency, supply chain visibility becomes more important

**On-Demand Product Availability:** On-demand product availability is a must have for today's retailers if they want to retain customers in times of low customer and brand loyalty

There is no one-size-fits-all strategy. Retailers need to find the right balance to create an agile and efficient supply chain that is not only driven by consumer demand but also tailor-made to support their growth strategy and financial goals.

## Challenges to Overcome



- Demand planning and forecasting
- Management of multiple international suppliers flows
- Short product lifecycle and long lead time
- Omni-channel distribution
- On-demand product availability
- Multiple handoffs
- Mark-downs, stock-outs, inventory shrinkage

## TechM BPS Skills at Work

TechM BPS has designed a BPaaS solution integrated with Automation, AI, and Analytics to optimize Supply Chain processes for Retailers. It is a unique blend of processes, technology, experts in supply chain.

### Merchandising & Assortment Planning & Forecasting

With long lead times, short product lifecycles and distant supply base, merchandising planning and forecasting is a challenge. Tech Mahindra BPS leverages new advances in planning and forecasting.

**Our Artificial Intelligence (AI) solution helps:**

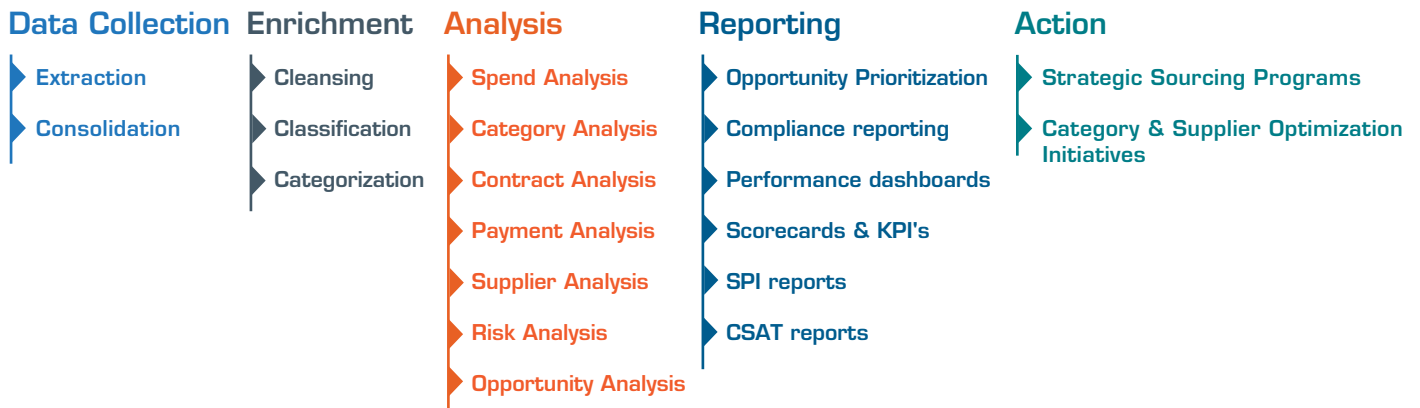
- Forecast demand based on buying behavior at SKU, cluster, and location level
- Integrate the view with operational and customer-facing applications
- Optimize pricing and promotions across the lifecycle of each product, resulting in personalized offers

### Inventory Management Services

With the competitive pressure, especially from e-commerce market, it is important for a retailer to ensure on-demand product availability. Tech Mahindra BPS solutions make inventory management easier and flexible for you by repositioning of inventory on the basis of demand

## Procurement Analytics Solutions

Tech Mahindra BPS offers a full suite of Managed Services for Apparel Retail clients.



## Order Management

Tech Mahindra BPS provides Order Management services such as:

- Order Processing.
- Order validation (e.g. credit management, product specification, discounts, and shipment rules)
- Order fulfillment (returns management, dispute resolution, complaints handling, and various reports)
- Financial reporting, including ROI and margin calculation

## Operations Support & Workforce Optimization

Our support services include:

- Labor scheduling and workforce management
- Temporary staffing
- Store layout planning

## Network Planning & Optimization

With retailer operations crossing the boundaries of countries and continents, transportation cost has become an issue that needs to be addressed quickly. Tech Mahindra BPS collaborates actively with retailers to reshape their supply chains to make them better and more efficient, through:

- Transportation management
- Load building and optimization
- Carrier management
- 4 PL operations

## Master Data Management

Tech Mahindra's Master Data Management services standardize business processes and improve collaboration, meet strict compliance requirements, and reduce costs. Our BPS services enable our customers to:

- Store, augment, consolidate, and synchronize master data, ensuring consistent distribution to all applications and systems
- Aggregate, map, exchange, analyze, and disseminate master data at a business object level and on a global scale without disturbing the existing IT infrastructure

## Customer Analytics Solutions

- Next best action
- Recommendation engine
- Loyalty analytics
- Response and prospect analytics
- Churn analytics

## How do Retailers Gain?

- Improve forecasting accuracy
- Minimize re-planning frequency
- Increase sales and reduce operation costs
- Improve inventory turnover
- Ensure faster delivery of products and enhance the customer experience
- Optimize flow of goods inbound and outbound
- Optimize inventory components including raw material, work in progress, finished goods, etc.
- Enable better and faster business decisions

## About Tech Mahindra Business Process Services

Tech Mahindra Business Process Services is the BPO or BPM arm of Tech Mahindra – a USD 4.6 billion company with 117,200+ professionals across 90 countries, helping over 885 global customers

including fortune 500 companies. Tech Mahindra is amongst the Forbes list of Fab 50 companies in Asia 2016 list & in India's Top 50 Super Companies of 2016.

Entering a new era of transformations, Tech Mahindra Business Process Services has re-focussed energies towards 'Creating memorable digital experiences everyday' for customers.

We are part of the USD 19 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

For more information about Tech Mahindra Business Process Services, connect with us at:

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