

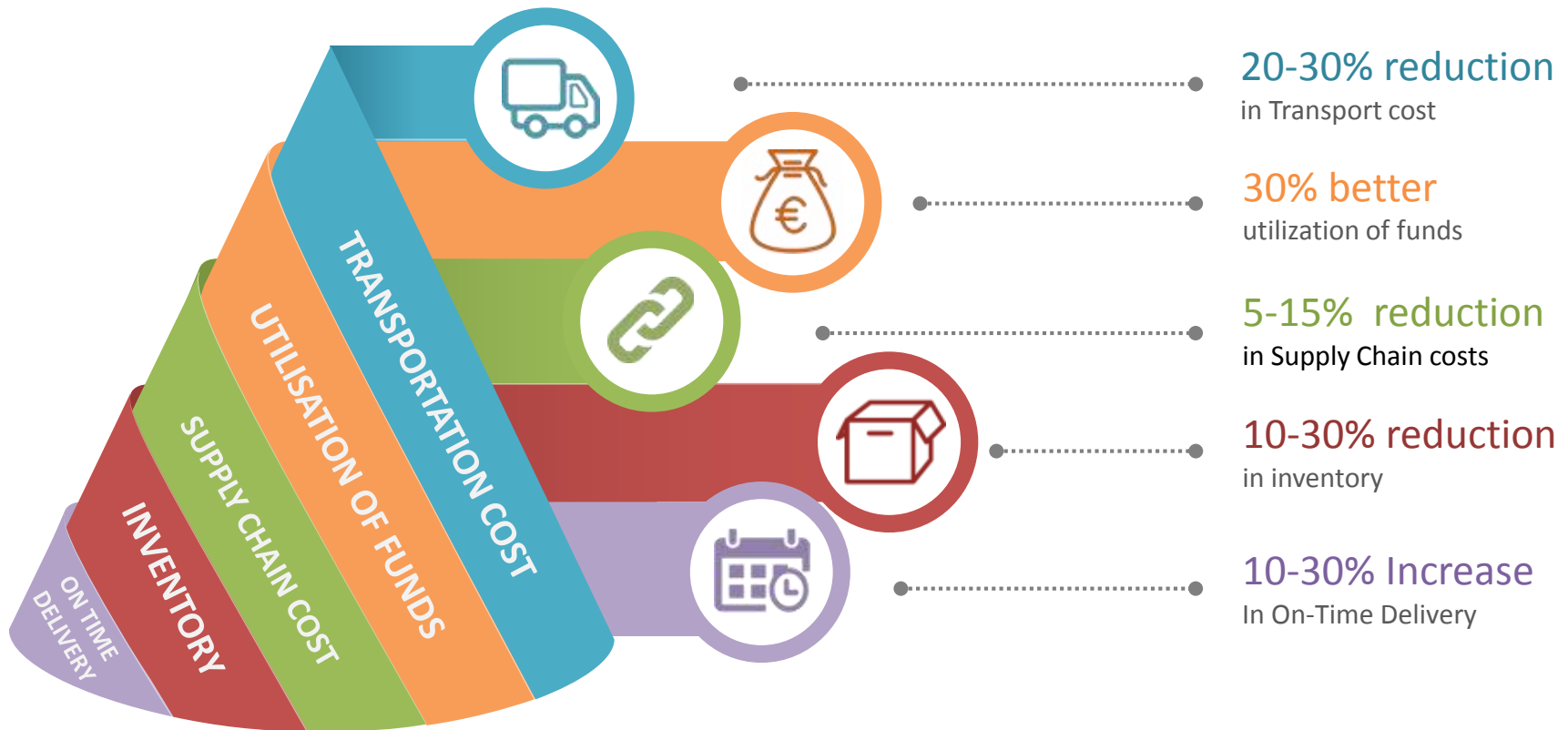
Helping Achieve **Supply Chain** **Efficiencies**

Gazelle Information Technologies



Delivering Results

Enhancing your business by



And more

How we Achieved these Results

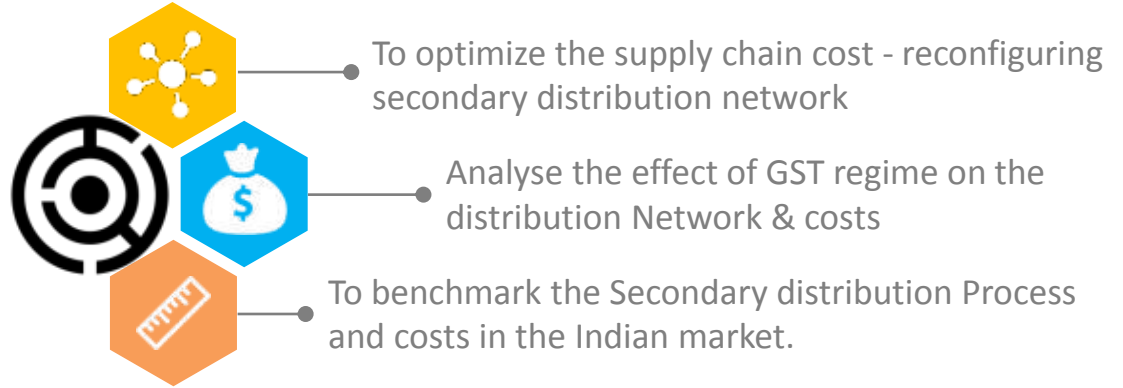
Case Studies from Gazelle's History Pages

The Client

The Indian operations of US based Tyre giant.

Has two Manufacturing plants & RDCs feeding 28 C&F and 400 Distributors.

Business Challenges



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

Result

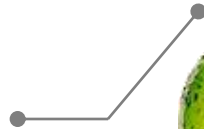
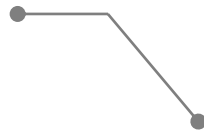
Savings of Rs 125 Crores for yearly sourcing plan

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



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



Solutions & Benefits



For your Business

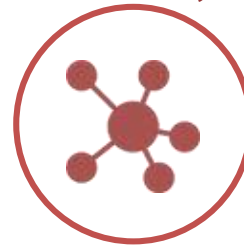
Start



**Benefits of
Supply Chain
Efficiency**



1



5-15% reduction
in SC costs
Better service level

SC NETWORK OPTIMIZATION

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

2



PRODUCTION PLANNING

Optimal production schedule
Meet plant floor constraints.

Improved throughput
Reduced costs,
Reduced inventory
Leaner plants

3



PROMOTION OPTIMISATION AND ANALYTICS

Decision Support
Optimum use of marketing Funds

30% better
utilization of funds



4



Higher sales volume
Better Margins

DEMAND PLANNING

Choose best price
Identify Optimal Commission

5



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

TRANSPORTATION SCHEDULING

Fleet Selection
Route Plan / Schedule

6



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***

”



Mr. Siddhartha Kanodia
SVP, Supply Chain
Bajaj Electricals Limited

“

*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.....***

”



NUQUL GROUP

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%.....***

”



DIAGEO

T K Subramaniam
CIO, Information Systems
United Spirits (Diageo India)

WE HAVE HELPED

Customer References

adani™

GOODYEAR.

GENPACT


BAJAJ
Bajaj Electricals Ltd.
Inspiring Trust

 **socomec**
Innovative Power Solutions

syngenta




Mahindra

cricket[™]
wireless



TOPPS



LUMIS PARTNERS



HOW WE HAVE HELPED

Solutions that can enhance your business too

SC NETWORK OPTIMIZATION



Locate facilities

This is a test content for this place to show how this place will look like after some text is filled into the same for creating a great presentation.



Match Supply & Demand

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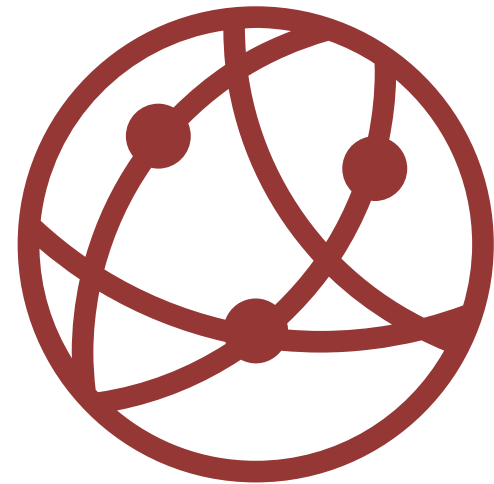
Managing seasonality, and

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Reduce carbon footprint

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PRODUCTION PLANNING



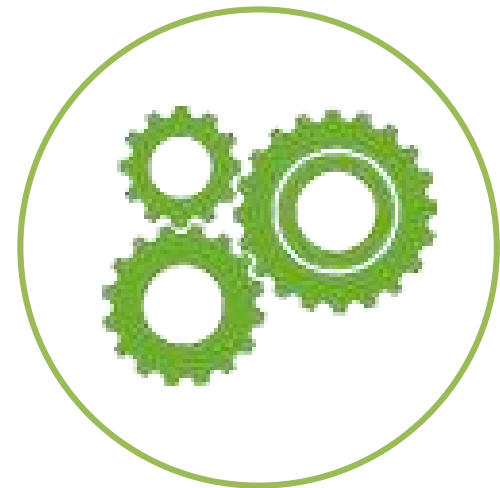
Optimal production schedule

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Meet plant floor constraints

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PROMOTION OPTIMISATION 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

ORACLE[®]

avercast[®]
Supply Chain Software 


pwc


ramco

 **Microsoft**

LLamasoft[®]
Supply Chain By Design

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 ...



Kirit Goyal

CEO & Founder



Area of Expertise

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

Education

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

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





Utpal Das

Managing Director



Area of Expertise

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

Education

- 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.



Amit Kumar

Oracle Practise Head



Area of Expertise

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

Education

- B.Tech. (Hons), IIT, Kanpur

Bragging Rights

12 years of extensive experience across all Oracle Value Chain Planning products.

Involved in product development, implementations and consulting.

THANK YOU

Get in Touch



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