



SOLVING A LEADING FMCG'S INVENTORY IMBALANCE WITH LIVE DISTRIBUTOR INSIGHTS

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



The company's inventory planning lacked real-time visibility into distributor stock levels and consumption trends.

Monthly planning cycles led to overstocking or stockouts

No real-time dashboard for distributor-level inventory

Manual spreadsheet tracking for stock movement

Lack of early warning alerts for reorder points



Developed a **connected inventory visibility and alert system** across distributors and stock zones.

- ✓ **ERP Integration via Secure APIs:** Integrated 20+ distributor ERPs via secure APIs
- ✓ **Zone-Wise SKU Dashboard:** Dashboard with zone-wise SKU aging and availability
- ✓ **Smart Stock & Expiry Alerts:** Rules-based triggers for low-stock and high-expiry products
- ✓ **Mobile Access for Field Teams:** Mobile accessibility for field sales users
- ✓ **Trend-Based Auto Replenishment:** Auto-replenishment workflows based on trends



6-Step Applied Process

01

Process Mapping:

Traced distributor inventory and dispatch workflows.

02

API Integration:

Connected 20+ ERP systems for real-time sync.

03

Dashboard Design:

Visualized stock, expiry, and movement by zone.

04

Replenishment Logic:

Added rules to auto-alert low stock zones.

05

Pilot Launch:

Tested live in 5 high-volume regions.

06

Regional Enablement:

Trained teams and scaled to all zones.

28%

reduction in dead stock across 5 distribution zones

12-DAY

reduction in average inventory holding period

20%

increase in service level (fill rates) at outlets

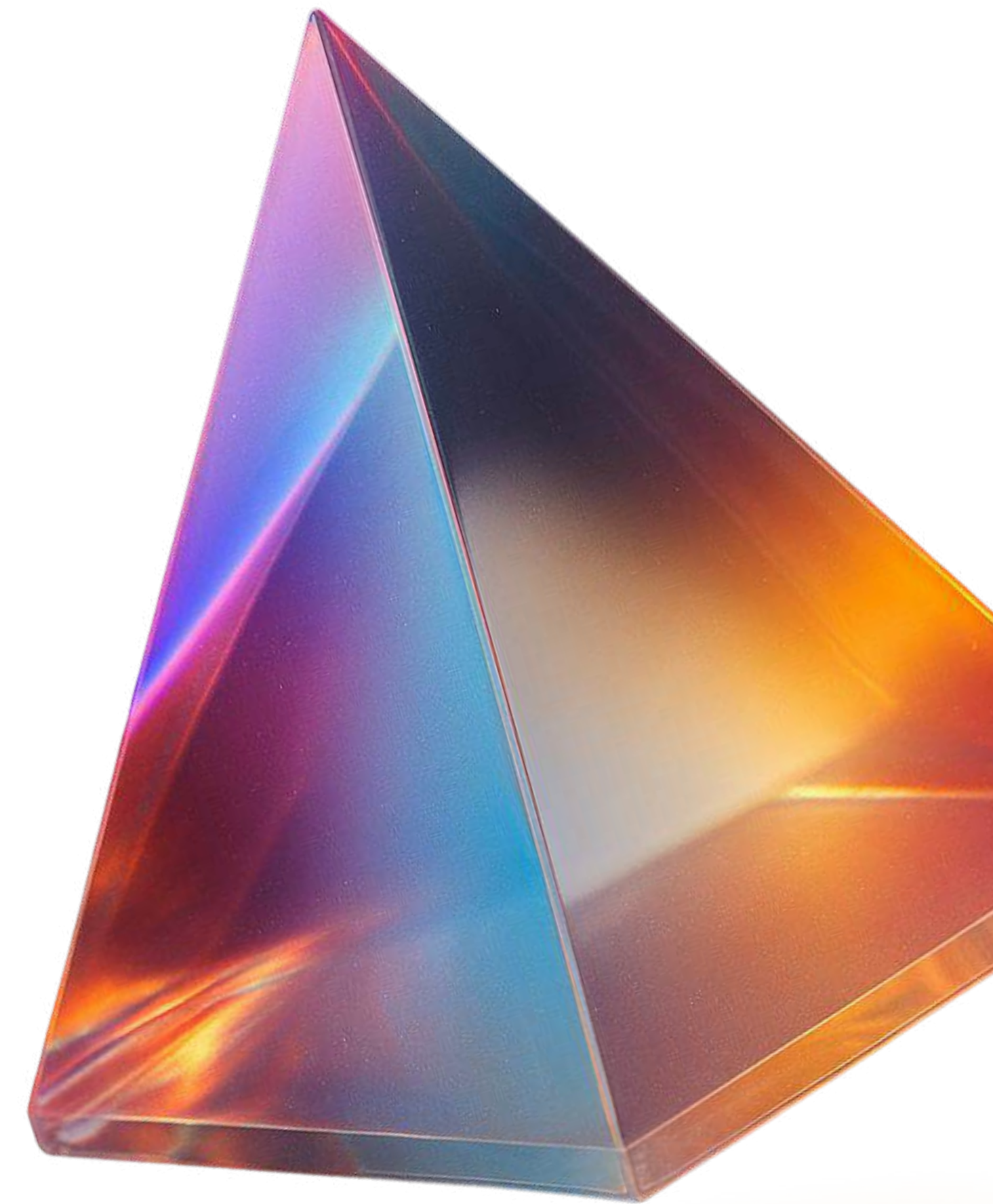
92%

real-time visibility across SKU and zone combinations

70%

automation of replenishment alert tasks

Significant improvement in stock-to-sale alignment





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