

India's leading manufacturer of Food Additives Maximizes ROI on their Oracle ERP using Integrated BI Tools

About the Customer

Industry: Manufacturing

Specialty Additives for Food, Plastic, Rubber, Inks, Paints, textiles & Cosmetics

Number of Employees : 700

Customer Location: Mumbai

Technology Landscape

Oracle EBS – Financials, SCM and Process Manufacturing – Implemented in 2012

Chenab – System to Manage Imports and Exports

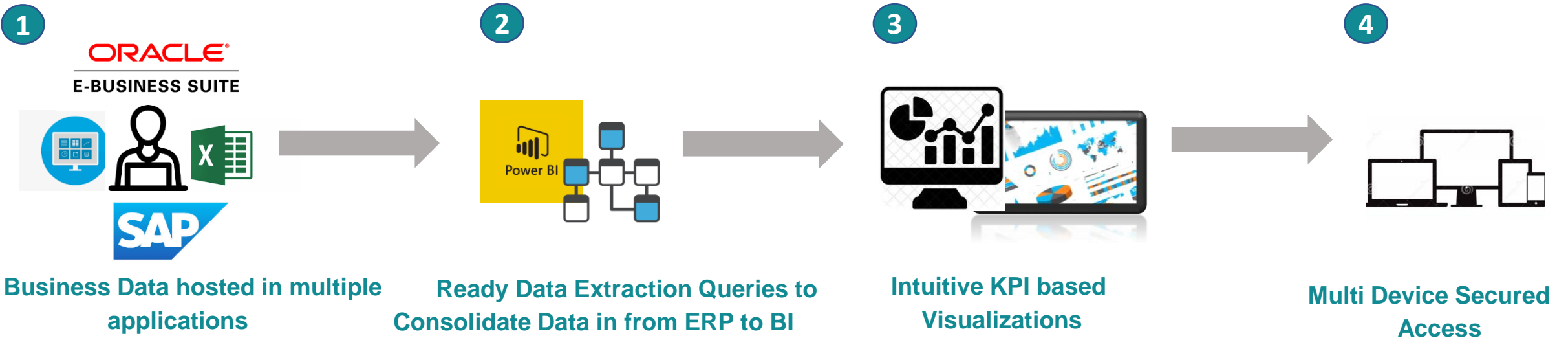
Spreadsheets – To maintain Revenue Targets, Cost Budgets

Reporting Challenges

- **Multiple reporting responsibilities across organization**
- **Overwhelming # of data sources combined manually**
- **Over 7 Days lead time to create business reports**
- **Disintegrated Reports from BU to Management**
- **Static data rendering information redundant**
- **Limited Insights for action orientation/decision making**



Solution



Illustrative KPI's across Business Functions



Manufacturing Efficiencies

- Capacity Utilization
- Manufacturing Cost Comparatives
- Production to Dispatch Ratios
- Inventory Ageing
- Yield and Process Loss Ratios
- Stock Movement Cycle



Sales Achievements

- Performance Ranking
- Seasonality patterns
- Receivable Alerts
- Geospatial Analysis
- Customer Profitability Analysis
- Growth Factors



Purchasing Effectiveness

- Price Competitiveness
- Lead Time Management
- Qualitative Supplier Ranking
- Stock Replenishment
- Spend under Management
- Contract Risk Exposure

Results

History for reference

Unified Reporting Environment

Transaction Highlights **10X Reporting Speed**

80% reduction in reporting effort

Less Data Management More Data Analysis

100% ERP Data Utilization

Data driven decisions

Repeat Methodology

Cause and Effect Analysis

“Objective was to leverage the huge data repository from the EBS to provide key business insights to the management on a real time basis and this was met by solution deployed by DCS.”

- Head Information Technology