



Streamlining Operations for a Mid-Sized FMCG



About Client

Our client is a US-based mid-sized FMCG company with 5 manufacturing plants across the country. They operate in the fast-moving consumer goods sector, offering a diverse product line of over 1000 SKUs, spanning categories such as food and beverages, personal care, and home care. Facing challenges with fragmented data and inefficient processes across their organization, they sought a unified solution to streamline operations and gain a competitive edge.

Challenges

The client encountered several significant challenges as below:

- Data Silos:** Critical business data was scattered across multiple systems, including legacy ERP systems, CRM platforms, and spreadsheets. This led to data inconsistencies, hindered data analysis, and made it difficult to get a holistic view of business performance
- Inefficient Processes:** Manual processes such as order entry, inventory management, and supply chain planning, were time-consuming, error-prone, and lacked visibility. This resulted in delays, increased operational costs, and reduced customer satisfaction
- Limited Collaboration:** Poor communication and data sharing between departments, such as sales, marketing, and operations, resulted in delays, hindered effective decision-making, and limited the ability to respond quickly to market changes

Our Solution

To address these challenges, we implemented a comprehensive D365 F&O solution that unified the client's diverse business units onto a single platform. Here are the main components of our digital solution.



Centralized Platform

We deployed D365 F&O as a central platform to consolidate data and processes across all departments, including finance, sales, marketing, operations, and supply chain. By centralizing operations, we improved data consistency, reduced errors, and enhanced collaboration among teams.



Data Integration

Our dedicated developers integrated various systems and data sources into D365 F&O, providing a unified view of the client's business operations. This integration enabled real-time data synchronization, improved data accuracy, and facilitated informed decision-making.



Process Standardization

We standardized business processes such as order-to-cash, procure-to-pay, and inventory management, across all departments and locations. By defining and enforcing standardized processes, we reduced errors, minimized inconsistencies, and accelerated operational cycles.



Advanced Analytics

We leveraged D365 F&O's built-in analytics capabilities to provide valuable insights into key performance indicators (KPIs), such as sales trends, inventory levels, and customer behavior. By using data analytics, our team enabled the client to identify trends, optimize operations, and uncover new growth opportunities.

Outcomes

Our solution delivered significant benefits to the client explained



Improved Data Visibility

Consolidated data and real-time reporting provided a 360-degree view of business performance, reducing data discrepancies.



Enhanced Decision Making

Data-driven insights enabled the client to make informed decisions and optimize operations. This aspect led to a 10% increase in sales revenue within the first year of implementation.



Increased Efficiency

Streamlined processes and automated workflows reduced order processing time by 20% and improved overall operational efficiency by 12%. This facet resulted in faster order processing, reduced errors, and increased customer satisfaction.



Enhanced Collaboration

Improved communication and data sharing between departments fostered better collaboration and improved responsiveness to market demands. This resulted in optimizing the inventory volume by 8% and reduction in costs by 12%.