GET RESPONSIVE WITH REAL-TIME VISIBILITY
Value Chain Optimization
PARTNERSHIP TO UNLOCK THE POTENTIAL IN YOUR VALUE CHAIN

The success of Consumer Goods (CG) companies in profitably delivering the right products, at the right place, at the right time, has largely remained theoretical. The rigid internal cost focus of manufacturers continues to drive planned products at the right times, as opposed to the right products dictated by marketplace demand. This implies a push culture, and constitutes excessive focus on volume and capacity utilization. Linear supply chains have fallen short-in many ways, in terms of delivering the flexibility and consumer response needed to achieve superior bottom line results. CG companies have also realized that front end branding strategy alone is not enough, as consumers are more concerned about cost and quality, specifically for commodity products than brand. Big retailers continue to develop and strengthen end consumer relations, and use their purchasing power as a lever to demand higher levels of service. Additionally, the proliferation of private brands is cutting into the sales of national brands; gone are the days of the trade-offs where CG companies sacrificed cost for service, as the need now is to balance and deliver the multiple yet important objectives of cost, service, inventories, and quality.
A key area that has the potential to boost enterprise performance, as well as dynamically support new product introduction for consumer retention, is the way the company supplies its customers. Gaining visibility and agility across diverse supply channels is vital. Other survival requirements in today’s competitive market place include knocking down internal functional silos; transforming closed loop supply chains into illuminated open loop supply networks through unflinching focus on consumer demand and fostering collaboration with value chain partners.

**VALUE CHAIN OPTIMIZATION (VCO) PRACTICE**

Wipro’s VCO practice brings deep knowledge and expertise across various business functions within the value chain of “Concept to Customer”. The consulting arm of Wipro’s CG, Domain Consulting Group (CG – DCG) enables this through its experts who have industry and business functional experience.

Traditionally, CG companies have implemented various Supply Chain Planning and Execution systems right from demand planning to distribution that cater to their business needs while satisfying customer demands. These could be from varied sources, bringing in challenges of integration that will ultimately impact performance across the value chain. As companies evolve towards consumer driven supply chains, there is a greater need for integration and agility in the Supply Chain in addition to a tighter integration with the upstream processes towards an optimized value chain.

Wipro’s VCO offerings are designed to optimize and drive agility across our client’s value chains and help them realize the cost, service, inventory and quality benefits and develop stronger relationships with their business partners.
Segmentation stratifies the end-to-end supply chain into logical groups that are based on characteristics of product, demand and supply. This multi-dimensional approach helps organizations to provide differentiated service, address Product/Service complexity as well as achieve improved strategy execution.

Actionable insights, a decision support to decision guidance that enables visibility across the different elements of plant source, make, deliver in the supply chain, while proving a path towards predictive modeling and optimization.

Process oriented approach towards managing uncertainty for a more predictable and agile supply chain that results in lower working capital, collaborative planning and execution leading to more accruals for finance, etc.

A customer engagement service that focuses on pragmatic, sustainable S&OP solution and truly balances the strategic, tactical & operational needs of all participating functions, while delivering maximum ROI. An execution centered approach with focus on KPIs that lends itself to hand-holding the organization towards implementation and support to analytics and governance.

To enable supply chains to become more tax efficient by enabling key business drivers such as profitable growth, globalization, better customer service etc. Wipro’s experience and expertise provides key business benefits such as lower effective tax rate, lowered transfer pricing risk etc.
SAMPLE ENGAGEMENTS:

- Achieved 99% inventory accuracy rate for world’s leading Footwear, Apparel and Sports equipment making company with operational throughput of more than 70 million Shippable Units annually comprising of 50,000+ SKUs
- Implemented a Warehouse Management Solution across Japan, Korea, EMEA, Americas for a leading US Footwear and Apparel Company
- Advanced Supply Planning implementation for a leading CG company
- Supply Chain transformation for a world leader in Agribusiness
- Supply Chain Replenishment for a leading Food service company
- Deployment of various strategic solutions such as Supply Planning, POS Solution, Demand Prioritization, Warehouse Management Solution and PLM support for global CG organizations
WIPRO CONSUMER GOODS

Wipro’s dedicated Consumer Goods practice has over 3000 + consultants and deep expertise with Tier 1 companies in the areas of Sales & Marketing, Value Chain Optimization, Digital Transformation, and Analytics driving Insights. Our focus includes specificity related to Food & Beverage, Home & Personal Care, Apparel & Footwear and Agribusiness & Tobacco segments. Wipro’s offerings include Systems Integration, Consulting and BPO. Our industry leading solutions include ownership of Promax, SAP’s newest offerings, Salesforce.com, and Market Mix Optimization.

ABOUT WIPRO LIMITED

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360° view of “Business through Technology” - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability, Wipro has a workforce of 140,000 serving clients across 60 countries.

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