

## View Point



### Integrated planning helps global imaging major to create a lean supply chain

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#### *Overview*

*Country/ Region: Across Geographies  
Industry: Imaging*

#### *Customer Profile*

*A global Imaging major operating across globe with interests in retail and commercial imaging*

#### *Business Situation*

*The client needed an effective supply and allocation planning solution that would implement best-in class supply chain planning processes to achieve better sales through lean supply chain with reduced working capital.*

#### *The Solution*

*Infosys designed, developed and implemented SAP APO, which provided the client a comprehensive, robust and flexible supply chain planning solution.*

#### *The Benefit*

*The supply chain planning solution enhanced the forecast accuracy and reduced work in process and idle inventories.*

The client operates in consumer digital imaging, photo finishing, and graphic communications offering digital cameras, printers, home imaging accessories, commercial cameras, films, chemicals and equipments. As one of the world's premier imaging company, with presence in America, Europe, Africa, Middle East and Asia Pacific, it was looking towards better sales and lower costs through accurate forecasting and lean & mean supply chain.

## Situation

The client was facing issues in supply chain planning, which were further aggravated by the shorter product life cycles. With most of the products operating in consumer durables space the inefficiencies in supply chain reduced the profitability by burden of working capital. The key limitations of the existing processes included:

- **Drop in forecast accuracy**  
Inability to generate accurate forecast accuracy based on past and current market trends
- **Supply shortages**  
Irregular supply leading to high inventory and rising working capital requirements
- **Non Integrated legacy systems**  
Lack of consolidated information from legacy systems, for the planners

The client needed a partner who could build a standardized, flexible and scalable automated supply chain planning solution that would be effective and quick to deploy. Infosys was chosen for its domain, technology expertise and ability to resolve complex challenges.

## Infosys' Approach

Infosys engaged in a rigorous discovery process with the client's management to draw up a roadmap with user requirements driving business and technical functionality involving process improvement, technology implementation and change management. Infosys also program managed the solution's deployment across multiple geographies and enabled change management both internally and externally.

## Solution

Infosys designed, developed and implemented a comprehensive, robust and flexible supply chain planning solution.

The solution comprised of following key features:

### *SAP APO Implementation*

Infosys rolled out SAP APO DP, SNP, and GATP modules across geographies on time and on budgets. The implementation has resulted into seamless flow of information across order to cash; demand planning, SNP and GATP systems.

### *Streamline Supply & Allocation Planning*

Client was enabled to streamline some of their most complex processes in item level supply & allocation planning including dynamic safety stock planning, inventory pre-build using CTM solver, planner controlled transaction data flow to SAP R/3, integration with PO-SO model of intra-company stock transfer, time-phased transportation, subcontracting process, parts authorization algorithm design and overcoming time-zone discrepancies in back order processing.

### *Conventional Business Systems*

Infosys helped the client in supporting its conventional business running with Manugistics and Xelus applications. Infosys also provided consulting in integrating the demand planning solution using Demantra with APO and SAP R/3. With the implementation of their demand planning solution, the client would be able to promote best practices throughout the supply chain across geographies.

## Business Benefits

The streamlining and automating of the supply chain planning process resulted in a streamlined and standardized planning process across geographies.

- **Improved Inventory Situation**
  - Reduction in work in progress inventory and raw material inventory
  - Efficient make to stock planning and forecast based allocation cycles
  - Improved requirement prediction and procurement processes
- **Enhanced Customer Service Levels**
  - Improved forecast accuracy through the integrated systems
  - Efficient order allocation process driving faster and better customer operations
- **Better Supply Chain Planning**
  - Fully automated and integrated supply chain planning landscape
  - Timely and seamless access of information for planning, across the globe
  - Improved monthly aggregate planning and weekly item level planning processes



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### About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).