Infosys cobalt

VIEW POINT

INTELLIGENT DISTRIBUTED MANAGEMENT SOLUTION BASED ON DYNAMICS 365 FO & POWER PLATFORM

Abstract

FMCG/CPG organizations need to have strong distribution strategies and technology investments in place to boost sales while addressing an accelerated demand. Over the last few years, multiple 3rd party vendors have built numerous supportive systems based on COTS model to cater to the additional distribution requirements like van sales, route maps, streamlined inventory updates etc., However, there is no single platform available today to fulfil the end-to-end distribution management requirements.

Infosys Distributed Management System (DMS) solution offers a unified and cloud/mobile based platform that has seamless integrations between Microsoft D365 Finance and Operations (D365FO) and Power platform to address all the advanced distribution management requirements with streamlined and adaptive processes.

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Introduction

Emerging technologies have had a resounding impact on business landscape, especially for organizations running multiple businesses across different geographies, and catering to mixed markets with localized needs.

Currently all such distributed companies are spending millions of dollars on their IT infrastructure to keep their lights on. Most companies have a core legacy system that interfaces with many smaller applications to meet localization demands.

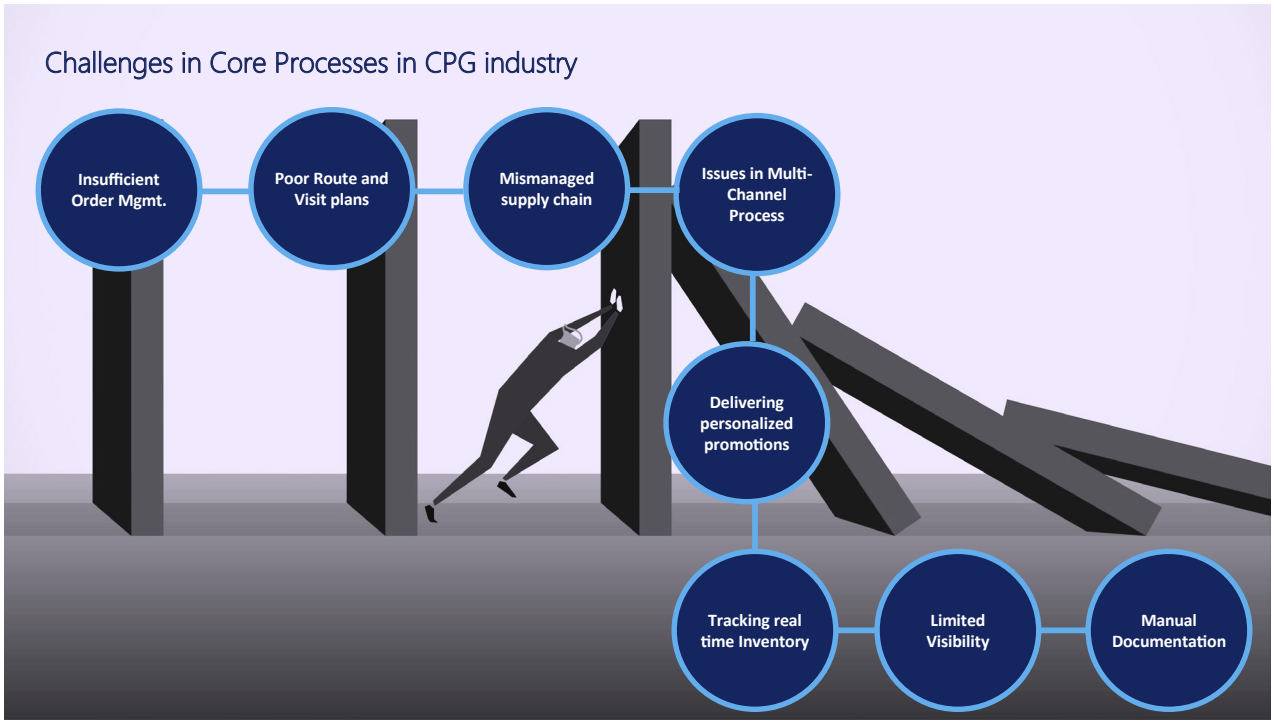
Adopting a single platform solution that offers benefits of agility, cost-effectiveness, user-friendly interfaces, and a comprehensive roadmap towards the development of future digital features can address many of the above-mentioned challenges.

FMCG/CPG companies generally collaborate with stockiest/distributors ranging from small/unorganized to multi-brand distributors. The problem with small distributors is that they have inadequate capital to invest in technology and infra. Whereas multi brand distributors find it difficult to manage various brands without the help of data and technology. Also lack of real time data on orders, inventory, claims and returns leading to stock outs or overstocking. This lack of access to information impacts the timelines of entire sales pipeline.

Current DMS Systems and their Pain Points

Current DMS systems are facing multiple challenges in the "order to cash" and "procure to pay" processes viz. access to real time inventory, streamlined order bookings, offline capabilities etc.

The pain points are articulated in the snapshot below:



Other parameters mandating review of DMS investments are:

Capital Expenditure (Capex): Legacy systems come with the heavy expenditure, including infrastructure costs and service costs

Dependency on multiple vendors: Fragmented IT ecosystems often require a consortium of vendors to help maintain infrastructure and business applications. Hiring a third party for Application Management Services (AMS) is generally a viable option in terms of cost savings and skill requirement, but in a fragmented ecosystem, the costs tend to shoot up in the long run. Moreover, managing multiple vendors doesn't help organizations craft an agile digital transformation plan - a major pain point considering today's pace of business.Local vendors often only support local applications and that can lead to multiple points of contact for multiple applications. This results in longer issue resolution and a loss of competitive advantage that these local players once provided.

Unclear product Roadmap: Many product companies are ending their support for legacy applications. Hence, it is becoming mandatory to move to Tier 1 products to keep product life cycle moving.

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Why Move to a Single D365 DMS Platform?

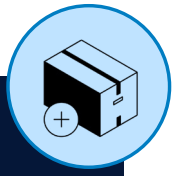
Maintaining disparate and ageing DMS systems can negatively impact the efficiency of operations and may result in higher costs over time. To overcome these difficulties, one viable option is migrating the entire landscape to the unified and scalable DMS solution built on D365 platform.

Enhanced DMS Process meets all challenges and pain points in CPG industry

Procure to Pay

- **Supplier Management** - End to End Vendor Management (Create to Retire)
- **Replenishment** - Procurement Calendar, Suggested Replenishment
- **Order Management** - Integrated Multi - Purchase Order Management, Goods Receipt/ASN Support, Purchase Returns Management
- **Purchase Invoicing** - Invoice Creation, Invoice Processing
- **Finance** - Payments, Settlements and Claims, Vouchers and Notes

Order to Cash



- **Customer Management** - End to End Customer Management (Create to Retire), Multi Customer Type Management
- **Sales Route Management** - Salesperson Management, Route Planning, Delivery & Coverage Management
- **Business Planning** - Top-down & Bottom-up planning
- **Order Management** - Manual Orders, Validations, Back orders, Free Goods, Inventory allocation, Pricing and Promotions
- **Pick, Pack and Ship** - Multi Format Pick-list Registration, Generation and Printing Delivery Allocation
- **Invoicing** - Invoice Creation, Printing and Posting
- **Finance** - Collections, Settlements and Claims, Vouchers and Notes

Power App Feature

Microsoft Power apps enables organizations to rapidly build mobile and web-based apps to modernize various critical processes. Currently, DMS solution is equipped with in-built integrated power app-based van sales to streamline sales and delivery.

Analytics & Reports

- Master data reports
- Sales Reports
- Promotion Reports
- Finance Reports
- Order Shipping and Billing Reports

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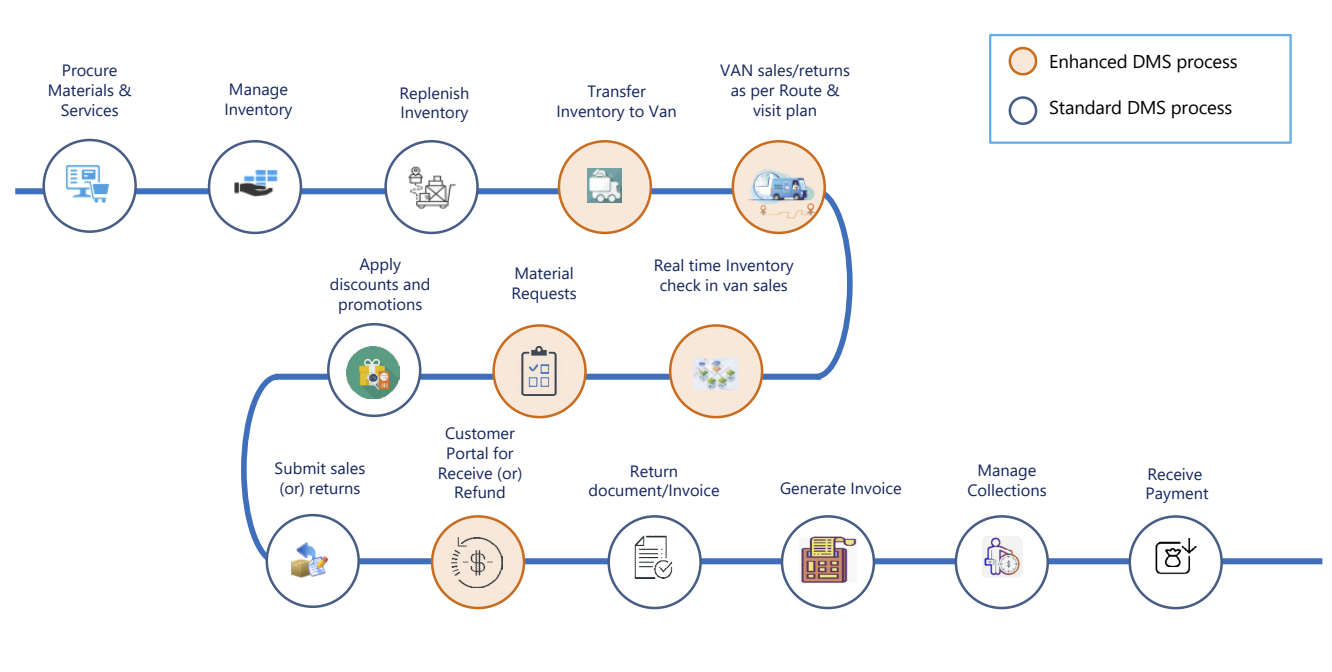
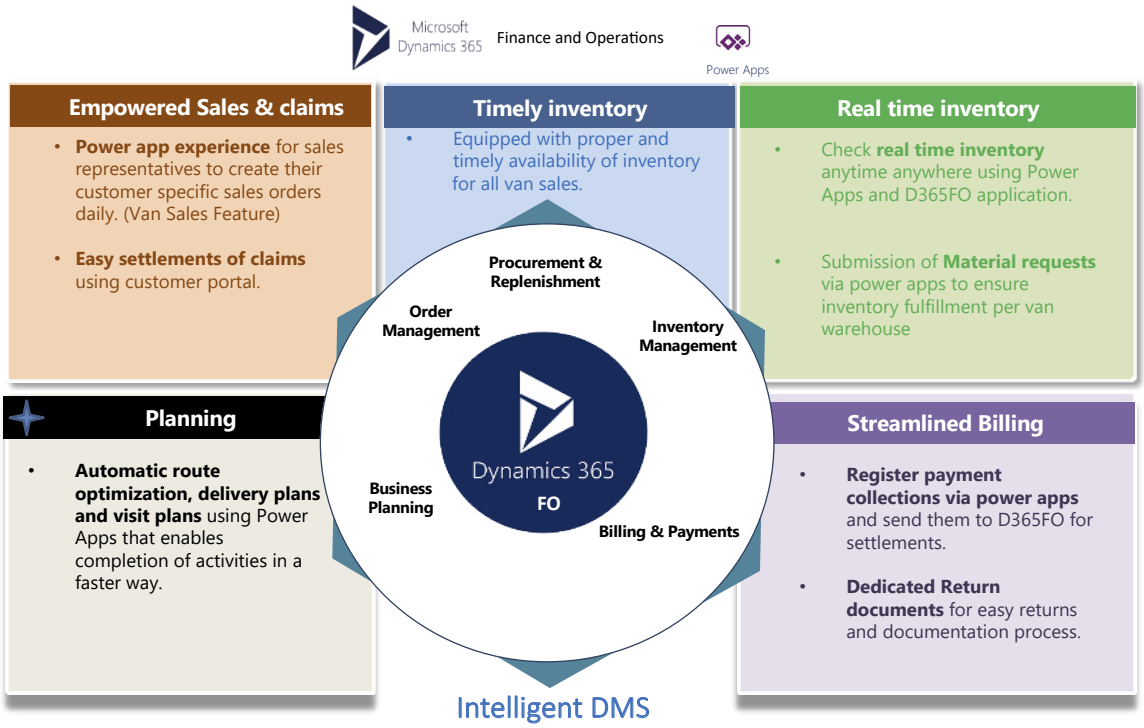


'Intelligent DMS' solution amplifying the capabilities of Dynamics 365 FO



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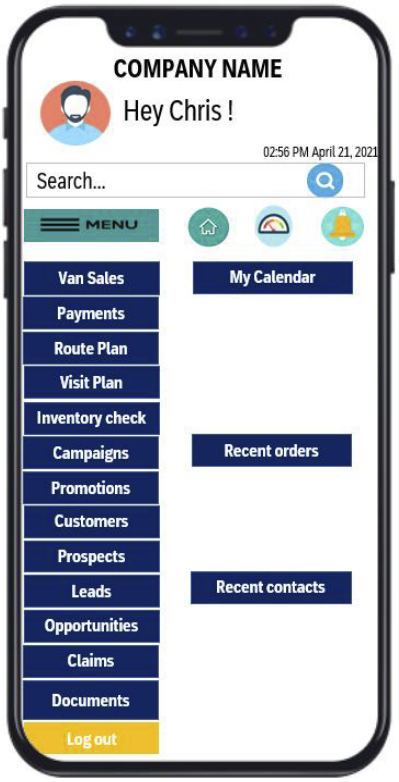
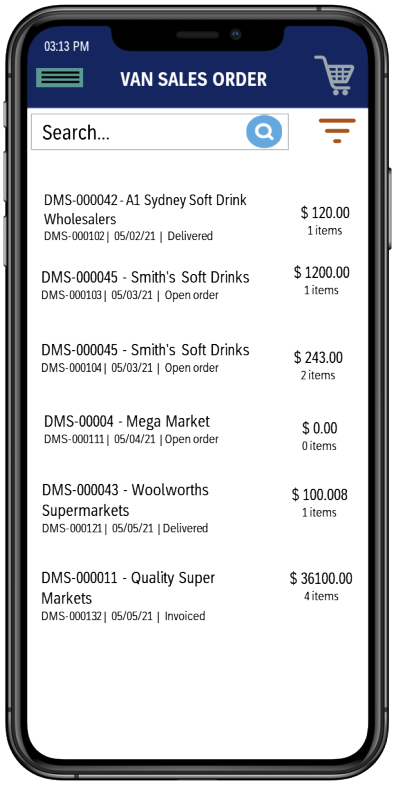
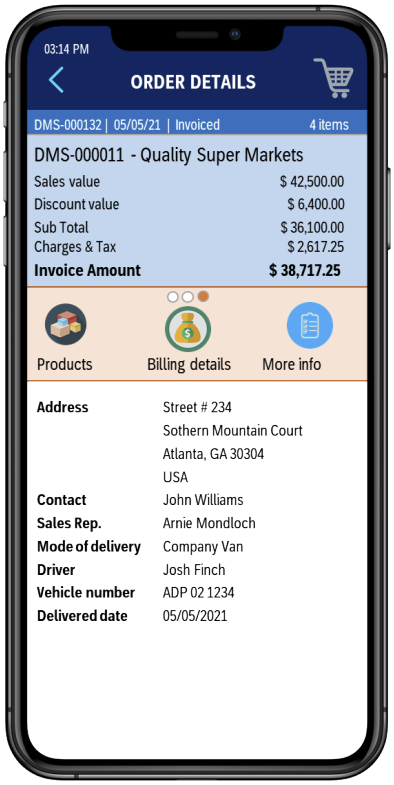
D365FO : Van Sales – Mobile App for Sales







The snapshot below provides the summary of DMS specific benefits:

In Summary ....

Perfect Customer

Organizations looking for DMS application equipped with mobile features that offer an end-to-end solution to channelize the distribution process.

Key Features

- Business Planning
- Order Management
- Procurement & Replenishment
- Inventory Management
- Material Requests
- Billing & Payments
- Empowered Sales & claims
- Streamlined Billing

Differentiators

- Real time inventory
- VAN sales/returns as per Route & visit plan
- Customer Portal Receive (or) Refund
- Route and Visit plans

Benefits

- Integrated — Power Apps
- Real time — Inventory
- Digitized — Route and visit plan experience
- Personalized — Promotions & offers

Areas to Probe

- Where are you in terms of your DMS adoption?
- How do you manage real time inventory?
- How do you engage your customer for any campaign & promotion related experiences?
- Do you use mobile apps for easy sales execution?
- How do you enrich your route and visit plans?
- Are you taking too much time to respond to customers with respect to order management?
- Where are you in term of your VAN sales process adoption?

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Why Choose Infosys?

So far, we have been discussing a single platform DMS solution from a product perspective, but an enterprise product is only as good as its implementation.

With decades of experience in various domains, Infosys has accumulated an extensive knowledge base and makes a strong case for being the ideal Microsoft Business Applications SI. Our wide range of expertise and our consultative approach to digital transformation is designed to accelerate every customer's digital journey – we are more than just a vendor, we are a strategic partner.

Microsoft awarded the **Datacenter Migration Partner of the Year Award** to Infosys, **2020 and Infosys has been a finalist for the years 2021, 2022 for multiple categories like D365 Sales, Commerce, Supply Chain Management and IOM(Intelligent order Management) Infosys is also a member of the coveted Inner Circle for Microsoft Business Applications.** A few other reasons why leading enterprises choose to work with Infosys include,

Strategic Partnership:

Infosys has a strategic partnership with Microsoft and is able to offer more value to every customer in terms of product support.

Platform of Possibilities:

As the name suggests, the Infosys Platform of Possibilities gives the customer, a success guide to endless possibilities by leveraging a wide suite of Dynamics 365 products with AI at its core.

Consultative Approach:

Infosys advisory services help customers with package evaluation, product value realization, and OCM.

Expertise:

Over 2 decades, Infosys has managed, implemented, and supported various engagements across industries with varying complexities.

REF-OR-M Solutions:

The Infosys Reference Organization model is a packaged solution framework applicable to various Lines of Businesses & verticals, and accelerates the implementation of Dynamics 365. These solutions are tailor-made to address various problems across industries and tailored to individual customer needs.

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Conclusion

Infosys intelligent DMS allows CPG/FMCG companies to maintain unified data; streamline promotions, orders, billing, payments, claims and returns; and optimize the distribution processes with complete visibility of van sales, routing, and real-time inventory. It is currently being extended further to include emerging use cases from other related industries and segments.

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About the Authors

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Sankar Sighakolli having 18+ years of experience in Microsoft Dynamics Business apps , have **worked** on multiple Navision/BC/FO implementations across different versions from on premise to cloud. Managed **transformation programs** and SLA based **support** projects that involved **multiple vendors** and teams working in multiple countries. Experience in Dynamics ERP **Upgrades,** functional & technical **designs,** development and business analysis Industry Exposure includes Retail, Sporting Goods, Apparel, Telcom, Energy

Rati Kant Jha

Rati Kant Jha is a Sr. Technology Architect with MSPDYNX-ERP. He has 16+ years of industry experience in managing multiple Implementation and Support projects, adhering to scope with proper resource utilization to attain high customer satisfaction, across various industry domains (Finance, Supply Chain, Retail, Manufacturing and Energy) for EMEA and USA clients. Rati Kant has an M.C.A (master's in computer application) from Utter Pradesh Technical University, 1 Year Management certification (EPYP) from IIM Calcutta and is PMP®, SAFe 4 Agilist and D365 Business Central Solution Architect.

Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thrivin community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance come baked into every solution delivered.

For more information, contact askus@infosys.com

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