

Accelerate growth with
the Live Enterprise



REACTIVE, PROACTIVE, COMPETITIVE: INNOVATION IN CPG

How we helped a major CPG client to react to industry events, but also enabled it to proactively stay ahead of the technology curve.

STAYING AHEAD OF THE WAVE

There is a digital wave sweeping across the CPG industry. Few would deny that technologies such as AI and data analytics are changing the face of business. It is also accepted that the companies that embrace it will be propelled forward to higher levels of performance, those that sit and wait for the wave to break risk being engulfed...

Our client was a major North American CPG player that was determined to leverage the latest innovations – and to stay ahead of the curve. Yet while it knew it had to be pro-active, the ability to react to changing circumstances would also be a key factor in the company's success.

NEW DISHES ON THE MENU

Consumer preferences are also changing fast. New health and dietary trends are forcing retailers and manufacturers to constantly re-appraise their product portfolios, while retailers know that people are also changing the way they buy. Our client has been active in using the latest AI and data analytics to predict and respond to changing customer needs. Data is gathered from social media and automatically prepared for analysis, enabling the company to identify “pockets of growth” that might have otherwise gone unnoticed. By automating this process, our client can get to market with new products in a matter of weeks, thus gaining first-mover advantage in a crowded and competitive marketplace.

HOW TO DELIVER THE RIGHT EXPERIENCE

In the world of CPG it takes more than the right products to drive competitiveness. Together with our client, we are constantly looking to use new technology to drive greater efficiency and improve customer experience. One such example was the logistics system used to deliver goods to retail customers. In order to ensure the right amount of product was delivered at the right time, we had to coordinate a number of variables, and any changes could cause delays or errors. Traditionally, this had worked well enough – but visibility of inventory was not 100% and our client knew that this was an area where digital disruption could make a huge difference.

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INVENTING A BETTER INVENTORY

We set about consolidating inventory systems and creating an RPA-led automation project that would coordinate all processes to ensure error-free, timely deliveries. Our systems were integrated with our customer's systems and automatically managed every detail between them. Everything from stock levels to delivery scheduling – even down to the availability of loading bays – was handled automatically.

The result was a 50% reduction in scheduling turnaround time, a 90% reduction in errors and the elimination of 80% of the human effort involved.

ACQUIRING NEW LEVELS OF EFFICIENCY

However, none of this innovation would be possible without an efficient IT infrastructure. When we first began working with our client in 2015, we were tasked first with optimizing the IT landscape, which meant providing support for over 350 applications and more than 17,000 users. We were successful in bringing down the total cost of ownership but then, in 2018, faced a bigger challenge when our client acquired another major CPG company.

The acquisition required the rapid integration of 15 manufacturing sites over a 2-year program. This was awarded to Infosys in addition to our existing 5-year project to provide managed services, and we are well on track to complete the transitioning of the new sites to integrate with our clients SAP-based manufacturing processes. This work includes standardizing processes, elimination of redundant IT applications and infrastructure, as well as user acceptance and training.

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ONWARDS & UPWARDS

This is proof that success lies in the ability to be both pro-active and reactive.

Our client has been constantly pushing to find better ways of working, and we are delighted to have helped them to disrupt conventional ways of working with the use of AI and automation. But equally important is our client's ability to leverage the benefits of the newly-acquired company, and in this case, we had to be reactive. We responded to the situation by quickly consolidating and integrating different business processes – and creating an efficient single infrastructure that puts our client in a great position to implement more innovations in the future and drive further digital disruption.

**WE DID THIS FOR THEM.
WE CAN DO IT FOR YOU.**

**Find out more about how
Infosys can help CPG
companies to increase
competitiveness and
efficiency through
innovation.**

**Reach out to us at
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