

CASE STUDY



Leading Bottling Plant Automates Entire Bottling Lifecycle Using Infor LN

ABOUT THE CLIENT

The client is one of the largest franchises of a global food and beverage leader with over \$65 billion in annual net revenue. Located in western Saudi Arabia, the bottling facilities are spread across 3 manufacturing plants and 22 distribution centers. The distribution centers use state of the art territory planner systems bundled with an intelligent customer GPS database. One of the manufacturing plant hosts one of the largest returnable bottle (RB) filling lines for the franchise. In addition to bottling of beverages, the company also has an indigenous canning facility at another manufacturing plant that handles 2/3rd of the total can production volume.

BUSINESS CASE

The objective of this project was to bring in transparency, accountability and to create a robust and healthy system across the company. Through this initiative, the client wanted to bring in more visibility into the organization and approval process and also have built-in analytical tool for effective decision making.

Even though the current system was sophisticated, it required human intervention to process data received from sales trucks and hand held terminals. Operational efficiency was poor as the system did not handle workflow with automatic assignment and escalation procedures.

BUSINESS SOLUTION

The client decided on raising a public tender to find the best partner that would meet all of their needs. Leading Tier I service providers and product vendors competed for this bid with appropriate offerings. Godrej Infotech Ltd. was selected as the implementation partner after evaluation of a proof of concept (PoC) that clearly detailed the features that would be provided as part of the solution.

The solution provided by GITL included the following:

- Implementation of Infor LN FP5 across the 3 manufacturing plants and 22 distribution centers
- Interface for hand held terminals (HHT) so that data could directly be registered into the sales module without human intervention
- Interface with the existing Route Logix Pro that handled optimized vehicle routing from the distribution centers
- Process module that handled automated workflow, assignments and escalations with in-built notifications
- Development of add on customized modules for distribution requirement planning and vehicle load capacity management

HIGHLIGHTS



Industry

Beverage bottling company



Location

Kingdom of Saudi Arabia



Employees

2500



Engagement Since

September 2010



Environment

OS - Unix
DB - Oracle



Product

Infor LN FP5



Modules

Sales, Purchase, Warehouse,
Planning, Finance,
Manufacturing, Services



Project Undertaken

- Implementation of Infor LN FP5
- Rollout across 22 branches
- On-going 24x6 Offshore-based Application Support



PROJECT HIGHLIGHTS

- Implementation done at 3 manufacturing plants & 22 branches
- Improved ROI by double benefits of utilizing the ERP system as a decision support system
- 24x6 support

CHALLENGES

The main challenge posed during this engagement was the distributed deployment of the system across regions. Interfacing with remote devices such as the hand held terminals and distribution vehicles needed specialized technology experts. GITL, with its team of experienced functional and technical consultants were well positioned to meet these challenges, leading to a successful implementation.

BENEFITS

The ERP implementation brought significant value addition to the smooth operations of the bottling life cycle for the client such as:

- Improved inventory management & cash flow generation through effective liquidation of goods nearing expiry
- Single source for data entry: Elimination of human intervention in data processing by introducing automated data entry from individual sales vehicle/truck
- Fairness and transparency due to a consistent sales module
- Built in analytic and decision support system

CUSTOMER SPEAK

Godrej Infotech has been instrumental in providing us excellent support in implementing the Infor ERP LN FP5 to manage the complex manufacturing and Logistics requirements for the entire Franchise.

The PRIM Project Management of SIPCO appreciates the efforts and dedication of the Godrej Infotech Limited's team of consultants for successfully providing the necessary guidance and support for the process improvements and migration activities.

Imtiaz Ahmed
Head of IT

Najeeb Farooqi
PRIM Project Manager

ABOUT GODREJ INFOTECH

Godrej Infotech Limited, part of the \$7 Bn. Godrej group is one of the leading IT service provider specializing in end-to-end IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.



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