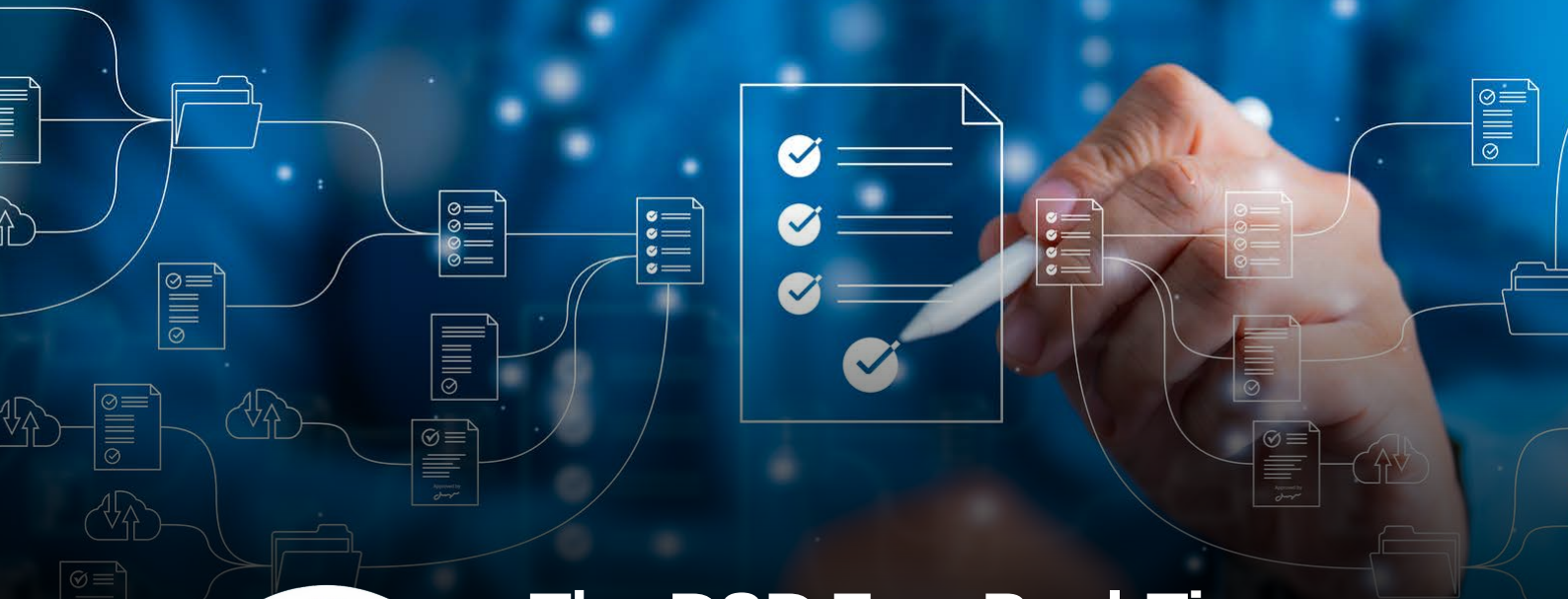




The DSD Eye: Real-Time Visibility and Insights for DSD Network Efficiency

ABOUT THE DSD EYE INITIATIVE

COUNTRY

US

SOLUTION

Supply Chain Analytics

SCOPE

**All Warehouses | All Customers |
All Routes | 500 Products |
More than 20 categories**

CLIENT

**Global Drinks and
Beverages**

TECHNOLOGY

**SQL, SAP ECC/APO,
Snowflake, PowerBI**

GROWTH & IMPACT

**Enterprise visibility to overall
health of DSD Network |
Identify constrained sites |
Auto-generated insights |
Navigate to utilization causals**



OBJECTIVE

A company based in the US implemented a DSD network control tower. The aim was to provide enterprise visibility into the overall health of the DSD network, identify constrained sites, generate auto-insights, and navigate utilization causals effectively.

CHALLENGES

- **Overutilized DSD Branches:** Branches operated beyond capacity, straining resources and efficiency
- **Network Congestion:** Widespread congestion led to lower service levels and inventory imbalances across the system.
- **Capacity Misalignment:** The existing network was not designed to support projected future growth
- **Infrastructure Gaps:** Limited infrastructure and lack of robust guardrails hindered the execution of strategic decisions
- **Disparate Data Sets:** Inconsistencies in data formats that limit accurate and actionable insights

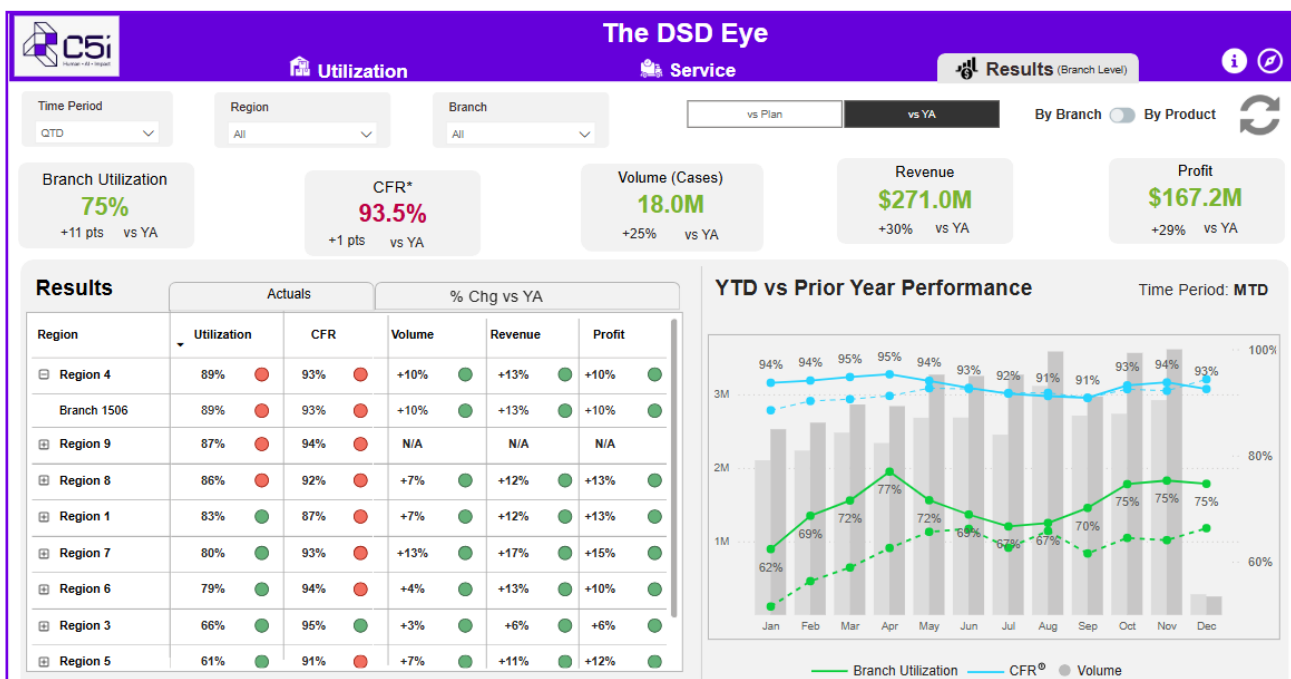
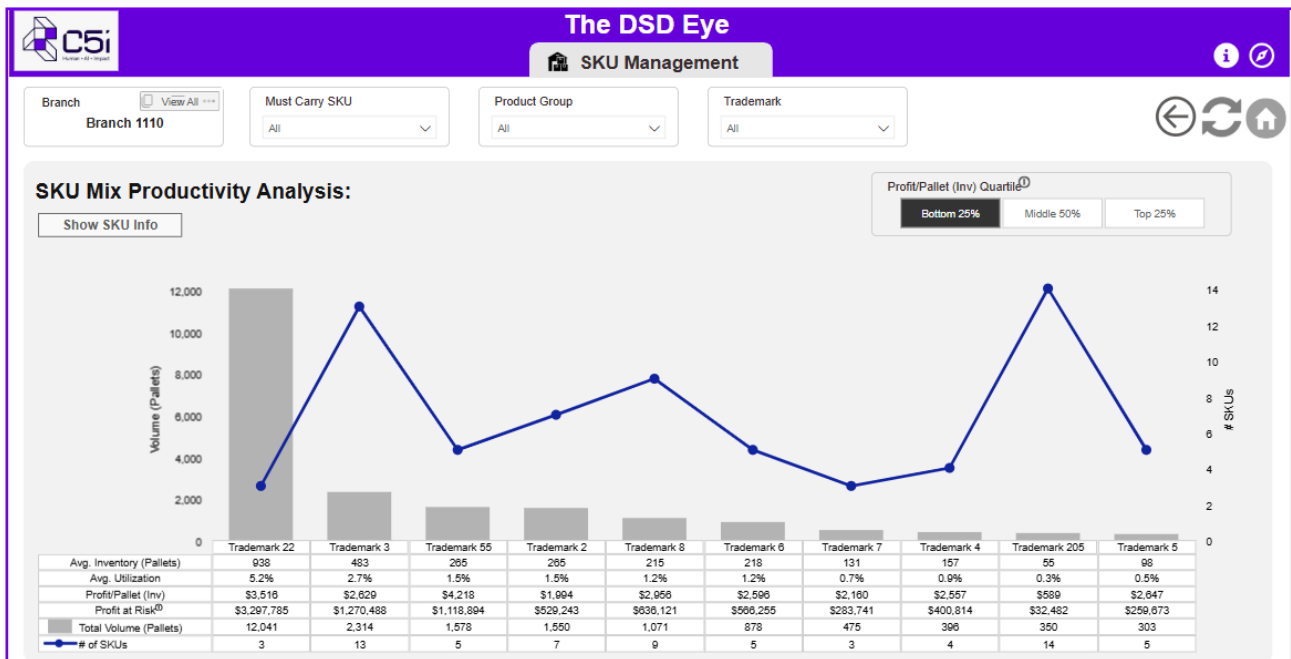
C5i'S SOLUTION APPROACH

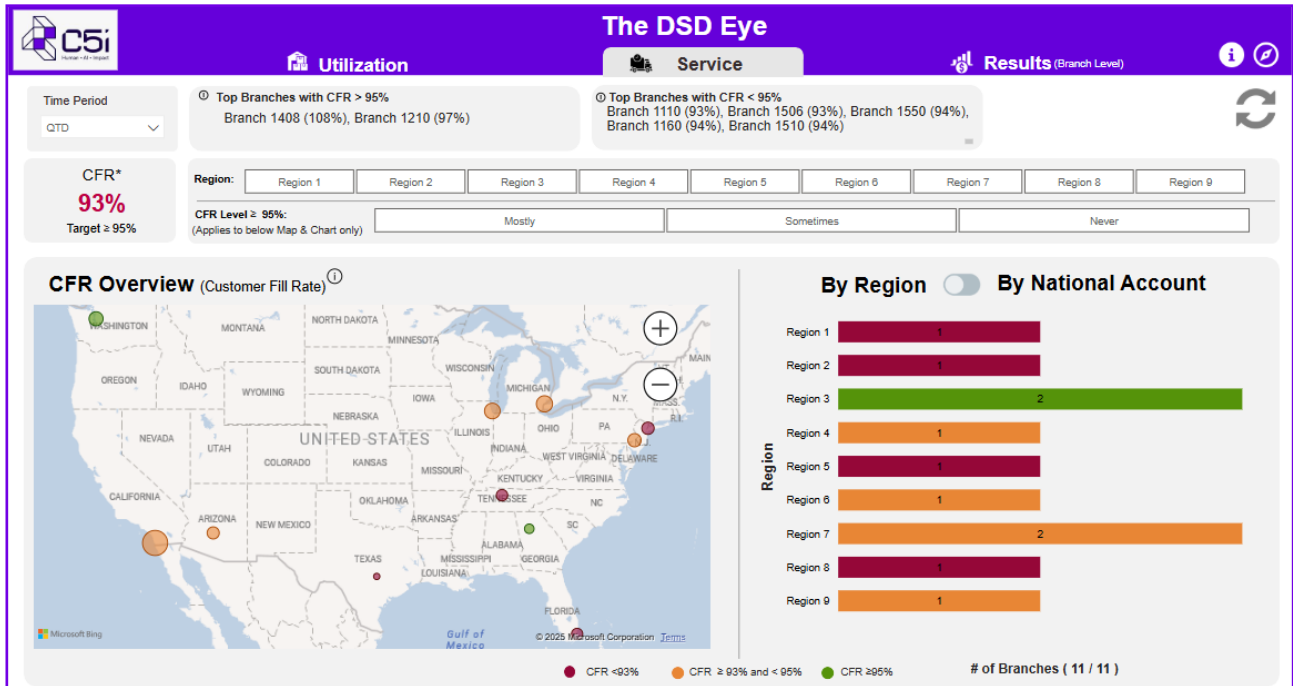
- Developed a C-Suite/SME Control Tower providing enhanced visibility into DSD network capacity and service levels.
- Evaluate Existing Data: Assessed current data/processes against business-required metrics to identify gaps.
- Real-time interaction: Utilization, Customer Service Level, and Financials on a sizeable interactive touch-screen.
- Develop PowerBI Dashboards: Designed dashboards using 80/20 mockups and C5i accelerators to provide actionable insights.
- Build and Deploy ETL in Snowflake: Implemented ETL pipelines in Snowflake alongside PowerBI development for seamless data processing.

OUTCOMES

- Real-time visibility at all product and geography hierarchies to the key stakeholders
- Improved planning and decision-making for capacity management, network visibility, and performance optimization
- Identification of anomalies and opportunities to improve operations

SNAPSHOTS FROM THE DASHBOARD





ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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