CASE STUDY

Course5
Transformative intelligence

Improved Regional Warehouse Capacity, Service Levels and Inventory Fill Rate using AI-powered Augmented Analytics Solution, Course5 Discovery

Client
A global Fortune 100 Food and Beverages company

Industry
Consumer Products – Food and Beverages

Business Impact

- Improvement in speed to actionable insights with reduction in clicks to get to the insights

- Improvement in service levels to warehouses through higher focus on the most critical issues to be solved

- Additional order processing capacity through time saved, capability to look ahead and plan in advance

Business Challenges

Supply chains and their processes have traditionally always been complex, with supply chain professionals having to juggle multiple SKUs, multiple buildings, multiple modes of transport, and multiple channels of distributing products to the market. With increasing digitization of the supply chain and the push in the industry to increase visibility within the supply chain, these professionals are tasked with having to deal with a very large volume of data coming from multiple sources. And the complexity doesn't stop there. Every role in an organization requires different kinds of data, varying by different dimensions and metrics, different levels of granularity, and different contexts. And finally, these professionals are expected to manage supply chain operations that are happening thousands of miles away from where they are seated, and do so in an optimum and cost-effective manner.

The broad challenge for the Senior Director of Supply Chain of a leading food and beverages company with over 40 warehouses across North America, with 6 of them 3rd party regional warehouses was that:

- While he and team were inundated with multiple insights through traditional dashboards and ERP systems, none of them directed them and the on-ground operations to the most critical exceptions that needed their immediate attention

- There was an urgent need for quick actionable insights to improve service levels and increase order processing capacity

Approach

- Course5 started the program with an onshore Phase 0 assessment workshop (Phase 0) with the Regional warehouse business team to conduct brainstorming sessions over 10 working days that resulted in defining 29 use cases for 3 user personas – Executive, Manager, and Analyst.

- We conducted a detailed business value articulation exercise as a follow-up of Phase 0 to help define quantitative improvements in speed to actionable insights.

- We kick-started the program with a 12-week Minimum Viable Deployment (MVD) of our standard solution (Course5 Discovery) and generated insights on 3 use cases for the 6 regional warehouses 4 times a day by leveraging supervised learning techniques and statistical methods in collaboration with the client's technology team.

- The solution consisted of anomaly detection, causal modeling, and a Rules-Based Narrative Engine to generate human-friendly insights ranked in the order of relevancy and actionability for all 3 user personas, delivered to them through a Web UI that integrated with their Active directory for Single sign-on.

- Post completion of the MVD, we conducted week-long user adoption and consulting sessions for each user persona to help them navigate through the solution and use the solution multiple times a day.

- We had a weekly touch-base with the BI team and the Business Users to validate the relevancy and actionability of the insights.

Outcome

There were two main success measures we focused on as part of this program, i.e., Speed to Actionable Insights and Adoption. Below mentioned are the lifts we recorded against these measures:

- ⊘ We are generating and publishing insights in an automated fashion 4 times a day in less than 1.5 hours for 6 regional warehouse buildings across 3 user personas simultaneously, as against users having to go to 5-6 different systems and get through 7-8 clicks to get to the same insights.

- ⊘ The current adoption level is high.

- ⊘ Depth of Insights: Insights that were not readily available or intuitive to users around fill rate risk on certain SKUs and order loads over the next few days have become more readily available.

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.