

# A Case Study:

**Downstream Supply Chain  
Management Solution based on  
*OutReach*<sup>TM</sup> Enterprise**

# The Client

- Britannia Industries Limited is the largest biscuit manufacturer in the Indian bakery market.
- Annual Sales for FY2013-14 was USD 1 billion
- Forbes Global rated Britannia 'One amongst the Top 200 Small Companies of the World'
- The Economic Times pegged Britannia India's 2nd Most Trusted Brand



# The Challenges

- Britannia has 3300 Distributors in urban India
- In addition, in rural India, it has about 4000 Rural Preferred Distributors
- Through this distribution network, products reach to about 800,000 retailers all across India
- ERP does not provide visibility and control on
  - Distributor's stock
  - Sales from the distributor to retailers
- No means of rolling out trade schemes (retailer commissions) & corresponding claim settlement
- No mechanism to replenish stocks at distributors based on market demand

# The Solution

- Ubq Technologies offered a solution in 2006 based on *OutReach*<sup>™</sup> Enterprise
- The solution was integrated with Britannia's SAP ERP system
- The solution roll out was completed in 12 months and *today* it covers the complete distribution network of Britannia
- Britannia christened the solution “*Udaan*” (the flight), as it was expected to take their supply chain to the next higher level

# Modules Implemented

- The following modules of *OutReach*<sup>TM</sup> Enterprise are implemented in Britannia:
  - Product and Price Management
  - Channel Management
  - Order Management and Replenishment
  - Secondary Sales and Return Management
  - Inventory Management
  - Schemes and Payment Claims Management
  - Tax Management
  - Users Management

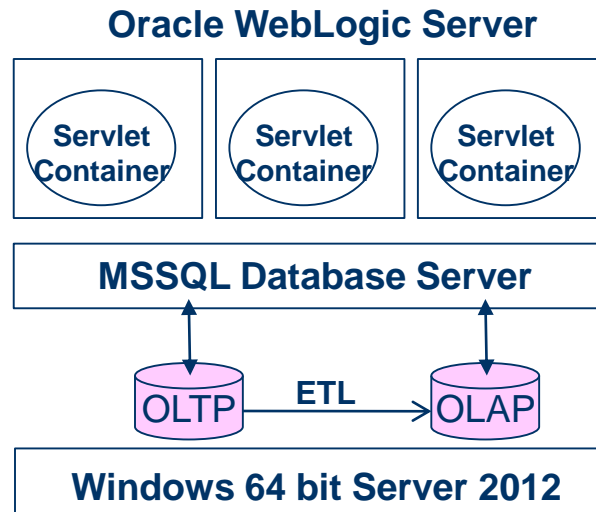
# The Benefits

- *OutReach*<sup>™</sup> Enterprise brought in much needed visibility and control over distributors stock and sales
- Increased the success rate of marketing and sales strategies by basing them on actual sales data – online and accurate
- Allowed trade schemes (retailer commissions) to be centrally defined and automatically applied
- Ensured claim reports for commission payout are system generated and accurate
- Automatic replenishment at distributors helped production planning and largely removed stock-outs at distributors

# The Technologies

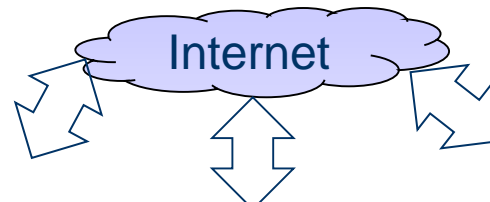
- *OutReach*<sup>™</sup> Enterprise is designed on Java/J2EE technology
- It has 3-tier architecture - the user interface is web-browser based, typically Microsoft Internet Explorer
- It is platform neutral – runs on Windows and Linux
- The system runs on Oracle WebLogic / Tomcat-Apache application servers
- In the backend, uses MSSQL/ MySQL database management system

# Technologies – Britannia Configuration

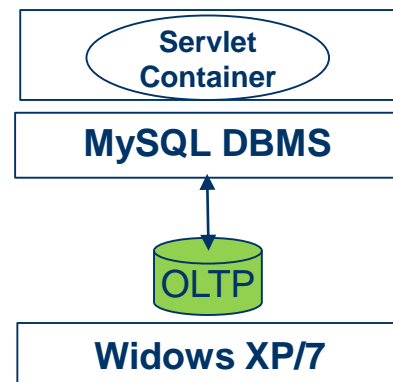


## Central Sales Portal

- Management Dashboard (BI)
- Promotions & Claims
- Replenishment
- Master data synchronization



## Apache Tomcat Server



## Distributor Management

- Purchase
- Sales & Returns
- Schemes (primary & secondary)
- Inventory
- Collection
- Reports



# **Ubq Technologies**

*...orchestrating Intelligence!*