

CASE STUDY

Global CPG Major

Continuous moves
transport optimization of
India operations



About Customer

Continuous moves analysis for a global CPG major's distribution network in India

One of the largest CPG majors globally, having the highest volume movements in India

Industry
CPG

Solution Area
Transport optimization



| The Engagement

- Leverage best-in-class optimizers to do lane level analysis for pan-India distribution network
- Design an approach involving vehicle trip planning with real-time vehicle availability to enable continuous moves opportunities
- Analyze opportunities and identify levers for vehicle reuse (empties reduction) across the network
- Enable transport forecasting capabilities to overcome capacity issues
- Enable automated transport planning & optimization

| Business Challenges

- Transport capacity issues leading to operational bottlenecks and costs
- Keep carrier vehicles within the network and maximize the usage
- Higher returns on transport spend

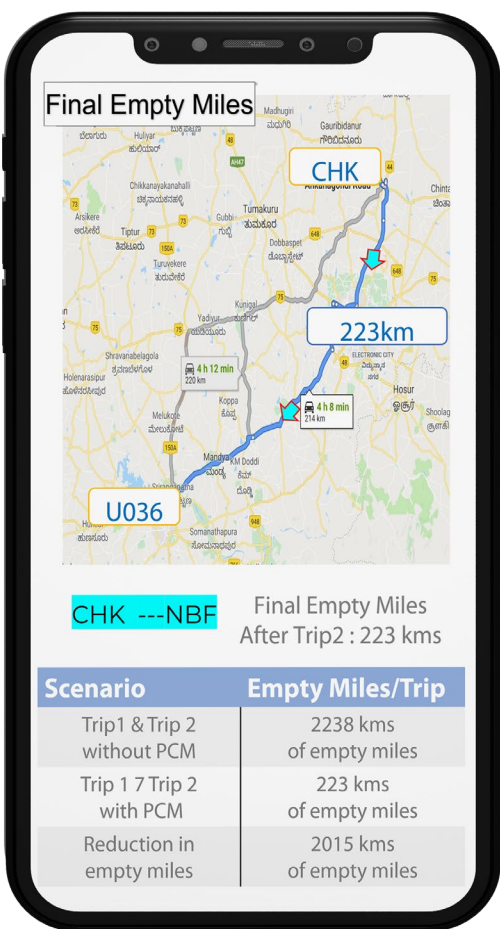
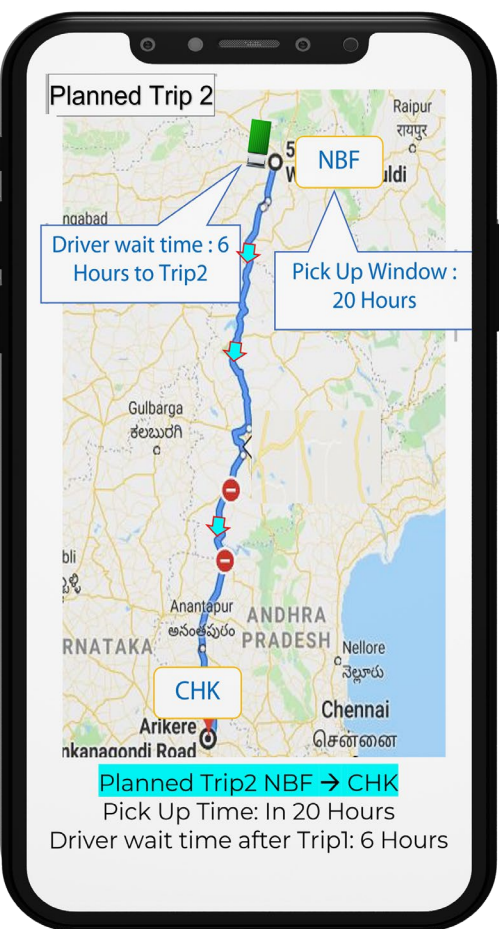
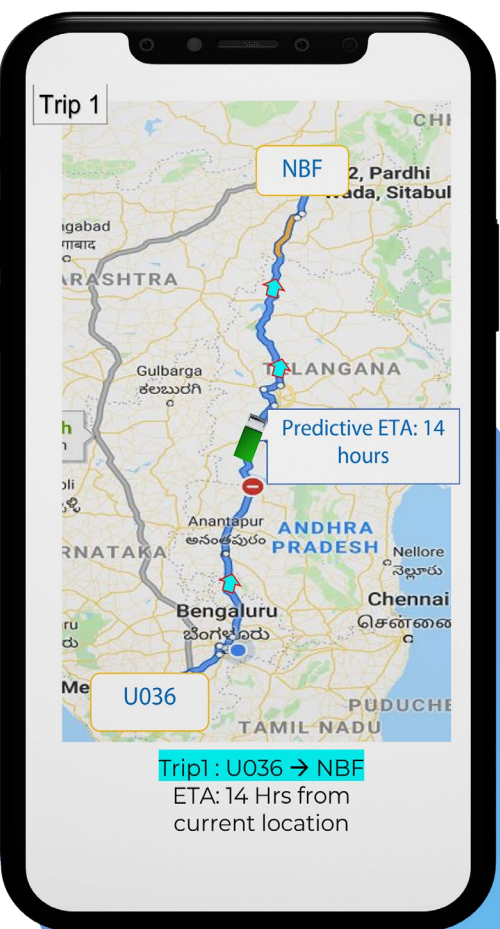
| Business Benefits

Better planning of transport needs leading to a reduction in spot buying by **20%**

Empty distance reduction by **65%**

Predictive Capacity Management

Uncovering value with real-time tracking & predictive ETA





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