Case Study
Disruptive Digital Ideas, Demand-sensing Solution for Global CPG Major
Client
Global CPG Major

Challenges
For a new, high-growth digital sales channel, the client required to manage cash flow, material pricing forecast and demand forecast, to control its large procurement bill. The task was to identify disruptive technology concepts that help achieve exponential benefits through changes in business processes, operating models, and the underlying technology platform.

LTI Solution
LTI leveraged Business Innovation Center to examine the technology horizon, and identify new-age platforms that can help re-imagine the business processes, and provide faster turnaround times. Solution approach:
- Identify digital disruptions
- Analyze demand-sensing
- Create business cases, cost-benefit analysis and technical hypothesis
- Evaluate providers for solution fitment, and assess risks

Business Benefits Delivered
- Identified high digital impact areas across core business services.
- Leveraged partner ecosystem to build expansive solution frameworks.
- Created a platform to tap into the start-ups’ ecosystems to showcase the best-in-class solutions.
- Enabled faster decision-making between build v/s buy through quick piloting.
- Solution for demand-sensing, material price forecasting across supply chain in order to reduce procurement cost.
Highlights

15% improvement in fulfilment

60% reduction in forecast cycle

25% improvement in demand signal sensing

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