



Let's Solve

Case Study

Global CPG Major Attains
Improved Cash Collection
and Accounts Receivable
Productivity with LTI's
REDaxis Solution



A Larsen & Toubro
Group Company

Client

The client is a US-based global CPG major. It primarily specializes in a wide range of cleaning, personal care and hygiene products.

The Challenge

The client faced issues with some core aspects of running the Accounts Receivable (AR) business function. High efforts, increased collection risks, frustrating user experience, and low data reliability, led to lost business opportunities.

The required AR Data resided across different global systems and formats, causing huge manual efforts to manage collections, while delaying the time to collect cash.

The LTI Solution

LTI's operational execution model leveraged Design Thinking, User Sensing, Iterative Agile Methodology and Disruptive Innovation.

We took a user sensing-led Design Thinking approach, to understand the client's key pain areas. The team created key persona profiles, and user journey & empathy maps, which helped plan the necessary interventions on process simplification, technology architecture transformation and automation, with machine learning and AI capabilities.

A quick on-premise Minimal Viable Product (MVP) Prototype was co-created along with the client, to address accounts receivable problems for the UK and the US regions. The MVP was

The vision was to build a seamless integration of big data, artificial intelligence and advanced automation capabilities, providing exponential productivity and cash flow benefits via:

- Reduced manual effort
- Reduced customer deduction balances
- Faster claims resolution and cash collection

deployed to 50 users, which demonstrated successful business outcomes. The application was subsequently rolled up to 500 users across the globe.

As part of the investment model negotiated, LTI supported the on-premise model. In parallel, LTI collaborated with the client's Next Generation Services (NGS), to build a cloud version of the product for the industry. The client will transition to this cloud version in 6-12 months on a pay-per-use model.

We used state-of-the-art modular technology architecture for easy plug & play deployment, with integration capability to all standard ERP systems.

Business Benefits Delivered

- Context / Role-based actionable analytics insights through intuitive interfaces.
- Identified opportunity areas and enabled workflow-driven approach to act on specific transactions / customers, leading to significant reduction in DSO (Days of Sales Outstanding) and UCD (Unearned Cash Discounts).
- A day of DSO reduction led to USD 200 million in working capital.
- The new architecture and solution design exponentially reduced TCO to run the IT applications.
- High automation, with less data collation efforts, led to more than 40% productivity improvement.
- User Experience Satisfaction Index increased 3-5 times across geographies.

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