

CASE STUDY

Distribution Management on **Cloud Saves \$15Mn** for a **CPG giant**





Client Overview

The client is a leading consumer goods enterprise with home, personal care, and food business lines with a global presence spanning over 180 countries.



Challenge

The client faced the challenge of managing disparate distribution management systems globally. These systems were unable to support business innovations in their route to market. Moreover, there were disparate business processes across different regions, which lacked tight master data controls. As a result, the total cost of ownership was high, which further compounded the issue.

LTIMindtree Solution



Implemented a global cloud-based distributor management solution on SAP, overhauling the existing distribution management systems.



Rolled out the complex SAP IS retail solution, supporting 18,000 distributors in 22 countries.



Provided online and offline capabilities for efficient distributor management.



Built an advanced recommendation engine to enhance distributor decision-making and profitability.



Provided mobile payment options to enable transactions on the go, improving the efficiency and effectiveness of distributor operations.



Scheduled a 4:00 AM call to ensure a smooth start to the day's operations for salesmen.



Benefits

- **60% reduction** in order-to-cash cycle resulting in faster payments and improved cash flow.
- **\$15.5 million savings** on store audits over three years.
- **8% improved turnover** in the D&E market. directly impacting the company's revenue and profit outcomes.
- Supports **100,000+ orders per day**, **1.5 billion euros of business**, and **1.3 million+ outlets**, demonstrating the scalability and reliability of the platform.
- High system availability, ensuring **uninterrupted operations and minimal downtime**.



About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — solves the most complex business challenges and delivers transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.