

## What if... you could decrease your planning time & improve inventory turns by more than 30%?

*“Simbus has helped us to automate complex supply chain processes and integrate diverse enterprise systems resulting in significant business benefits and improved agility across our supply chain”.*

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### Challenge

- Manual spreadsheet based forecasting and planning leading to poor governance, errors and delays
- More than 10000 SKUs every month resulting in increased complexity
- Low inventory visibility in a complex supply chain with multiple sales channels and stock points
- No linkage of production plans to financial budgets resulting in poor working capital turns and higher markdowns
- Delays and sub-optimal execution resulting in poor customer service
- Low supply chain agility leading to lost growth opportunities
- Improved Inventory management has helped to reduce inventory write offs

### Solution

Madura Fashion & Lifestyle chose Cordys Business Operations Platform (BOP) with BPM, SOA Grid, CAF and BAM capabilities to:

- Build Supply Chain Management and Process Automation solutions spanning over SAP, Lawson PLM and Oracle Retek
- Address the problems in Supply Chain planning, visibility and governance issues and help in overcoming the business challenges

### Benefits

- Reduced planning time from 15 days to less than 5 days
- Real-time Integration with multiple systems resulting in data de-duplication and improved productivity
- Automated processes leading to better governance and speed
- Strong linkage to financial budgets resulting in improved inventory turns and reduced markdowns
- Elimination of spreadsheet based processes resulting in high visibility and “one version of truth”



Madura Fashion & Lifestyle (Madura F&L) is one of India's fastest growing branded apparel companies and a premium lifestyle player in the retail sector. Madura F&L is a part of the globally renowned USD 35 billion Aditya Birla Group. With an extensive network of 3000+ points of sales across multiple formats, it stands as the industry leading innovator in design, brand management, retail manufacturing and supply chain. Its brands are on a rapid retail expansion spree.

## Business Case

Madura Fashion & Lifestyle, a division of Aditya Birla Nuvo Ltd, is one of India's fastest growing branded apparel companies and a premium lifestyle player in the retail sector. Its brands are on a rapid retail expansion spree.

Madura F & L reaches its customers through an extensive network comprising more than 1,000 exclusive and franchise stores, and over 2,000 premium multi-brand trade outlets, both within and outside India. With the rapid expansion, there arises a need to manage high inventory efficiently with a facility for proper forecasting visibility for top management. Presently, there is no unified view of execution status resulting in low customer service.

Madura F & L is the first ever apparel company to have implemented the ERP SAP AFS system in India. It is also the first company globally to integrate Retek ERP with SAP ERP. As the company started expanding globally, complicated process on ERP led to delays in order release and low supply chain agility led to lost growth opportunities.

Given the seasonality of demand in the apparel industry and also lifestyle changes in India, the number of SKUs and Style Codes has been steadily rising. Managing high inventory and poor order execution in a high SKU, short lifecycle fashion industry were the fundamental business drivers for looking at Cordys.

## Solution

Madura F&L chose Simbus to build Supply Chain Management and Process Automation solutions spanning over SAP and Oracle Retek.

Simbus Solutions built using Cordys BOP addressed the Supply Chain planning, visibility and governance issues to overcome its business challenges.

The planning tool provides a combination of top down / bottom up forecasting and inventory planning combined with integration of data from multiple systems. The solution encompasses intuitive logic to forecast inventory into the future enabling business managers to take right buy decisions.

The solution also enables the transaction team to reduce the order preparation lead time by simplifying the processing steps. This ensured solution buy-in from both the top management and the frontline operations team.



## Business Benefits

With the implementation of this solution, Madura F & L achieved an amazing combination of business benefits. Besides meeting the key strategic objective of increasing customer satisfaction, Madura realized other significant benefits like improved governance, reduced planning lead times (from 15 days to 5 days), improved inventory efficiency and better order fill. Simbus helped Madura to manage inventory risk better and helped reduce inventory write off. After the initial success, Madura is now automating key supply chain processes like automatic replenishment for Core SKUs, Goods Return process and tradeshow process using Cordys Solutions offered by Simbus Technologies.

