



**What if...you could sell the right products,
for the right price, in right numbers?**

About Myntra.com

- Myntra.com is a leading E-commerce company and the largest online retailer of lifestyle and fashion products in India. Myntra.com offers around 50,000 stock keeping units (SKUs) from 800+ international and Indian brands.
- Myntra.com was started by a group of IT graduates from the Indian Institute of Technology (IIT) in 2007 and had already raised \$40 million from top tier Venture Capital funds.

Business Case

With more than 1000+ brand vendors, Myntra was looking at an efficient way to share sales and inventory information with their brand vendors to improve availability and drive sales, a particularly challenging task given the scale of number of active SKUs. Myntra was also looking to find an efficient way to collaborate with their vendor partners for various processes like in- season discount approvals, Returns to vendors, payment reconciliations etc.

The solution had to talk to existing enterprise Business Intelligence (BI) and transaction systems and provide a seamless experience for vendors and internal users. Given that the vendors were spread across a vast geographical expanse, the need of the hour was an agile online solution.

Solution

Myntra chose SimSupplierConnect®, the vendor management framework built on the Cordys Business Operations Platform by Simbus Technologies.

Challenge

- Large number of brand vendors 1000+ supplying more than 50,000 stock-keeping units (SKUs) per season
- Lack of visibility for brand vendors on performance of their products and inventory availability
- Manual processes leading to delays and sub optimal working capital

Solution

SimSupplierConnect® - Online supplier collaboration solution built by Simbus Technologies

Benefits

- Improved visibility to brand vendor partners on sales performance and inventory availability
- Improved sell through performance due to right availability
- Improved vendor relations

The solution leverages a Service Oriented Architecture (SOA) to integrate Enterprise Resource Planning (ERP), Supply Chain Planning (SCM) and Business Intelligence (BI) applications and provide a real time collaboration platform with vendors.

The solution provides Myntra.com and its brand suppliers with real-time sales performance and inventory data through an easy to ready set of dashboards and reports. In subsequent phases, Simbus Technologies will build features which will automate the manual processes and improve supply chain efficiencies.

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Benefits

The implementation of the new 'SimSupplierConnect®' solution has helped Myntra.com to improve its order and inventory processes. Myntra.com and its suppliers can now make strategic as well as operational decisions to optimize inventory, ensure product availability, and reduce sourcing & producing costs. In addition, improved forecasting and enhanced stock visibility has helped improve business performance, providing a scalable platform that supports the company's rapid expansion.

"SimSupplierConnect® solution is helping Myntra.com to optimize inventory more accurately, enabling us to identify and plan to sell the right products, for the right prices and in the right numbers"

*--Shamik Sharma
Chief Technology and Product Officer
Myntra.com*

About Simbus

Simbus is an innovator in building solutions for supply chain for soft goods, retail and manufacturing industries on the cutting edge Business Process Management Solutions (BPMS) platform. Simbus combines more than 100 man years of domain expertise in supply chain with a strong technical capability on the BPMS platform to deliver solutions which help customers realize business benefits quickly. Simbus has a global footprint spanning India, US and Latin America and has helped large customers to automate and improve their business processes