



End to End Supply Chain Partner Management Solutions

About Wipro Consumer Care and Lighting

Wipro Ltd. is today among the top business conglomerates in the world. With a \$ 5 Billion turnover, it has diverse interests ranging from Information Technology to Infrastructure Engineering and Consumer Care. Wipro has a presence across 50 countries and employee strength of over 94000 employees worldwide from over 50 nationalities.

Wipro Consumer Care and Lighting is today among the top 10 FMCG companies and amongst the Fastest Growing FMCG companies in India. It has a presence in over 40 countries with over 6500 employees worldwide. Wipro has 8 production plants in India and 5 overseas.

WCCLG - Key Figures:

- **\$ 500 million businesses with 3 main business lines**
- **One of India's top 10 consumer companies**
- **Presence in 40 countries, 8 plants in India and 3 overseas**
- **Sales network of more than 3000 sales partners and 15 sales offices**

Business Challenges

- Growing business and distribution network through M&A
- Poor visibility
 - Manual lead management based on spreadsheets
 - Key processes like pricing approval were handled by e-mail
 - Poor customer service, sales team has no visibility in order processing
- Low speed of business
 - Manual processes took a lot of time
 - Delayed the sales opportunities leading to loss
 - Order pipe line was managed in spreadsheets
 - Disparate IT systems, departments and hand-offs
 - SOPs were not followed correctly and consequently

Business Need

- Enable collaboration with vendors and partners
- Speed up business operations
 - Create agility in supply chain
 - Automation of key processes like pricing and lead management
 - Integrate systems like SAP ERP and design solutions
- Create visibility
 - Provide visibility in pipeline for top management
 - Process status visibility for sales team
 - Real time integration with SAP ERP to ensure correct pricing

Solution

Cordys Business Operations Platform (BOP) is used to build a wide variety of solutions spanning over SAP and home grown systems. Solutions include:

- Lead and Enquiry management to increase pipeline visibility and improve sales efficiencies
- Order Management System that includes Order processing, Purchase order, Invoice generation.
- Vendor Portal that manages orders, invoices and other trading related transactions
- Dealer Portal that offers an effective communication platform for Lead and Enquiry management, Order management, and Monitoring

Benefits

- Complete visibility across Supply Chain and pipeline for top management
- Process Status visibility for sales team leading to quicker response to leads
- Strong process governance minimizing risk and reducing margin leakage
- Real-time integration with ERP ensures correct pricing decision quickly
- Automated processes ensure quick turn around on design creation and pricing approvals

