



Case Study

Water L1 Support

About the customer

India's largest Fast Moving Consumer Goods Company with a heritage of over 75 years in India and touches the lives of two out of three Indians.

It works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit.

Business Issue

Water business uses a the following applications to carry out day to day Supply chain activities across India for all of their Factory, Depot, Key Service provider, Safe water zone, Distributor, outlet and offtake

1. NetSuite - is the master application which contain all details about user details, LSP(License Service Provider), stocks transfer, Area master details
2. Retail Radar - used to capture distributor to outlet sales. Outlet creation, outlet mapping to 3party and child consumer data will have in RR.
3. DISC (includes H2O and Connect) - Disc is used to store employee details and EAR process. PT conversation is done in here, PJP details, SWZ map to employees are done by DISC.
4. CRS (includes Go-Geo and SOL) - used to capture a primary sales and it will raise a P.O to depot SWZ, KSP creations are done by CRS and stock norm updates also done here.
5. OLAP (on ETL) – Extracting the details from the above application (data mining) and massage the data and load in to data base. Post the database is scrutinise for the accuracy load, cube processed and MIS published to managers

The application support was spilled all over the countries, ETL support, development, application testing, documentation and version management was handled by one part of the country. Challenge faced was round the clock support, MOC end support, ETL support, Testing, config management was a big task

However, in the current system some key management requirements; as listed below were missing and planned for centralised support :

- Application related enquiries
- Operational issues
- Escalations & Closure of Bugs/Patches
- Call Management
- Proactive Analysis
- Suggest process improvements
- Release Management
- Training online / onsite.
- Reporting (Daily/Weekly/Monthly)

Solution

ITTI's ITeS team analyzed the situation and came out with effective solution, named "Centralised support" from one central location, With single window support for all the application, bring down head counts, 24X7 support, and MOC support during holidays and weekend, SLA in place, review and report in specified frequencies, training, Disaster Drill involvement, Testing (UT and IT), Documentation, Standard operating procedure, Software config, version management and Business continuity.

Benefits - Business

- One stop support
- Escalation mechanism in place
- Round the clock support
- Version Managed well and in line
- Huge Time improvement noticed in ETL support and MIS publishing
- MOC support intact
- Disaster drill support
- Application upgrade and support
- Unit and integrating testing
- Training to users
- Business continuity
- Around 40% reduction in support team size
- Closure of the call based on SLA