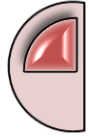


## **Transformational Digital Solutions based on Supply Chain and Machine analytics**

**Platform As a Service**



# OUR VISION



## What are we solving

Digitizing Supply Chain  
Providing visibility in supply chain across network  
Reduction in overall cost of Supply Chain.



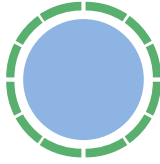
## How

By Building an IOT enabled, Industry agnostic, Technology agnostic and Cost effective Platform  
Integrating all the players in the Supply Chain in the Platform

- According to A.T.Kearney, 70% of supply chain managers are planning high investments in Digital Supply Chain solutions.
- Platforms are becoming of high significance in the optimization of their supply chain.
- Our platform will assist companies in their digital journey at 1/8th of the cost.

# INDUSTRY CHALLENGES

## TRANSFORMATION



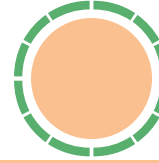
- Traditional Business models competing with non-traditional business models leading to market share erosion – inefficiency in Innovation

## COST SAVINGS



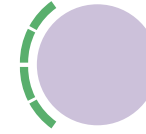
- Enterprises strategizing Digital Transformation engagements to achieve business growth leading to increased CAPEX and OPEX spending

## STRATEGY GAP



- Significant gap between Business Strategy & Technology enablement leading to cost escalations or in some cases project shutdowns

## TIME TO MARKET



- Integration Flexibility
- Digital Transformation
- Cloud-Based
- Flexible Platform for Delivery
- Social, Mobile & Analytics

**Digital is the “Darwin factor” in todays Supply Chain world to deliver a superior Enterprise Agility and to drive operational efficiencies**

## Why Platform

- Enable enterprises to break down problem statement into micro level and move away from monolithic approach
- Collaborative approach amongst all partners to bring in quicker and improved decision making.
- Digitizing the enterprise and the extended value chain

## Our Solution

- Our platform is Technology agnostic and Industry Agnostic solution framework
- The Platform consists of Work flows, Data Models and Algorithms
- Attribute-based solutions and Reusable components that act as building blocks are built once and configured many times as business process solution

## Client Results

**Collaboration:** All partners use the same application to view the information and act according to the Pre-defined role.

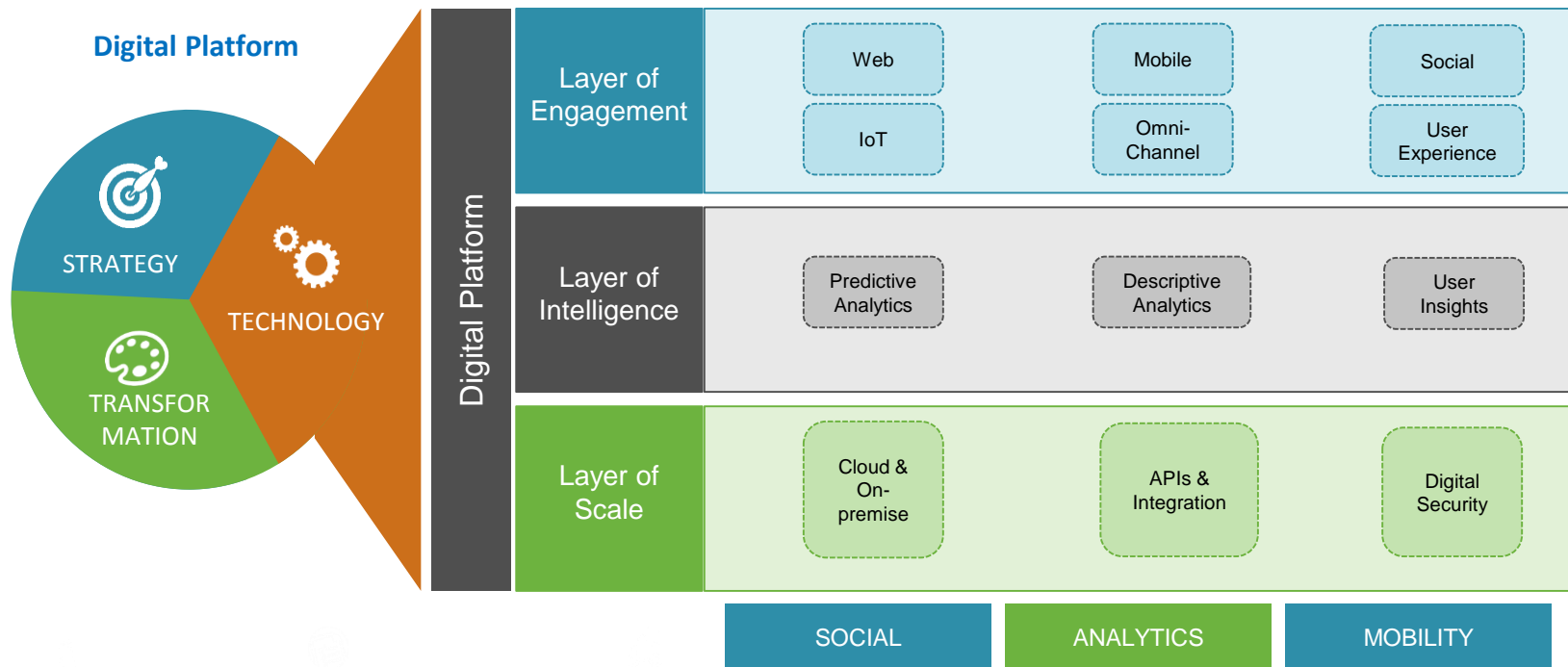
**Flexibility :** The user can either subscribe to the application or to the Platform in its entirety.

**Visibility:** Granular level details through IOT

# DIGITAL PLATFORM

**CAERUS**

Platform Solutions For Digital Transformation

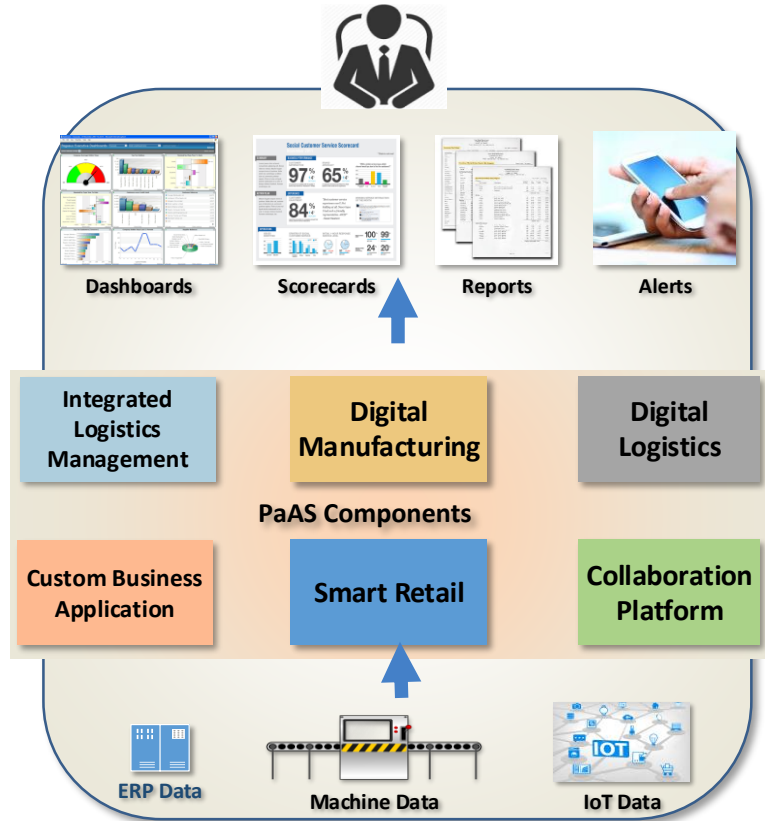


*The Platform is aided by a layer of Machine learning's and Artificial Intelligence. A host of analytical reports can be generated through the applications in the platform*

# PRE-BUILT SOLUTIONS

**CAERUS**

Platform Solutions For Digital Transformation



Solution Catalogue

- Sales Inventory and Operations Planning (S&IOP)
- Warehouse Management
- Integrated Business Planning
- IoT Based Supply Chain Visibility (SCV)
- Integrated Freight Management
- Smart Manufacturing Solutions - Machine Analytics
- Total Landed Cost (TLC)
- Good Manufacturing Policies (GMP Framework)
- Supply Chain Strategist
- Logistics Intelligence and Advanced Analytics
- Collaborative Planning, Forecasting & Replenishment (CPFR)
- Vendor Managed Inventory (VMI)
- Shelf Line Planning, Markdown Optimization
- Retail Analytics
- Sourcing and Bidding for Logistics and Transportation
- Freight Audit and Payment (FA&P)

***The Platform has 16 Solutions that are highly complex and collaborative applications. The Platform is built first and various applications are enabled.***

# TARGET VERTICALS

## TARGET INDUSTRIES



### SMART MANUFACTURING SUITE

- Robust Integrated Solution frameworks with workflows & solution models
- Manufacturing centric Platform Solutions



### RETAIL & CPG SUITE

- Collaborative Solutions such as VMI & CPFR etc
- IoT enabled Supply Chain Visibility solutions



### TRANSPORTATION & LOGISTICS SUITE

- Comprehensive Transportation & Logistics Solutions
- Strong Analytics Framework

## IMPACT TO CLIENTS

- 10% to 12% in overall supply chain optimization utilizing strategic "Total Landed Cost" solutions
- Offers ability to perform "what-if Scenario" modelling

- Provides ability to perform Supply Chain events based on the "Internet Of Things"
- Proactive monitoring and robust exception handling mechanisms

- Ability to acquire more insights into the performance service levels by Value Chain Partners
- Forecasting ability to the Sr Management by way of consolidation

- Enhanced process automation using Machine Learning



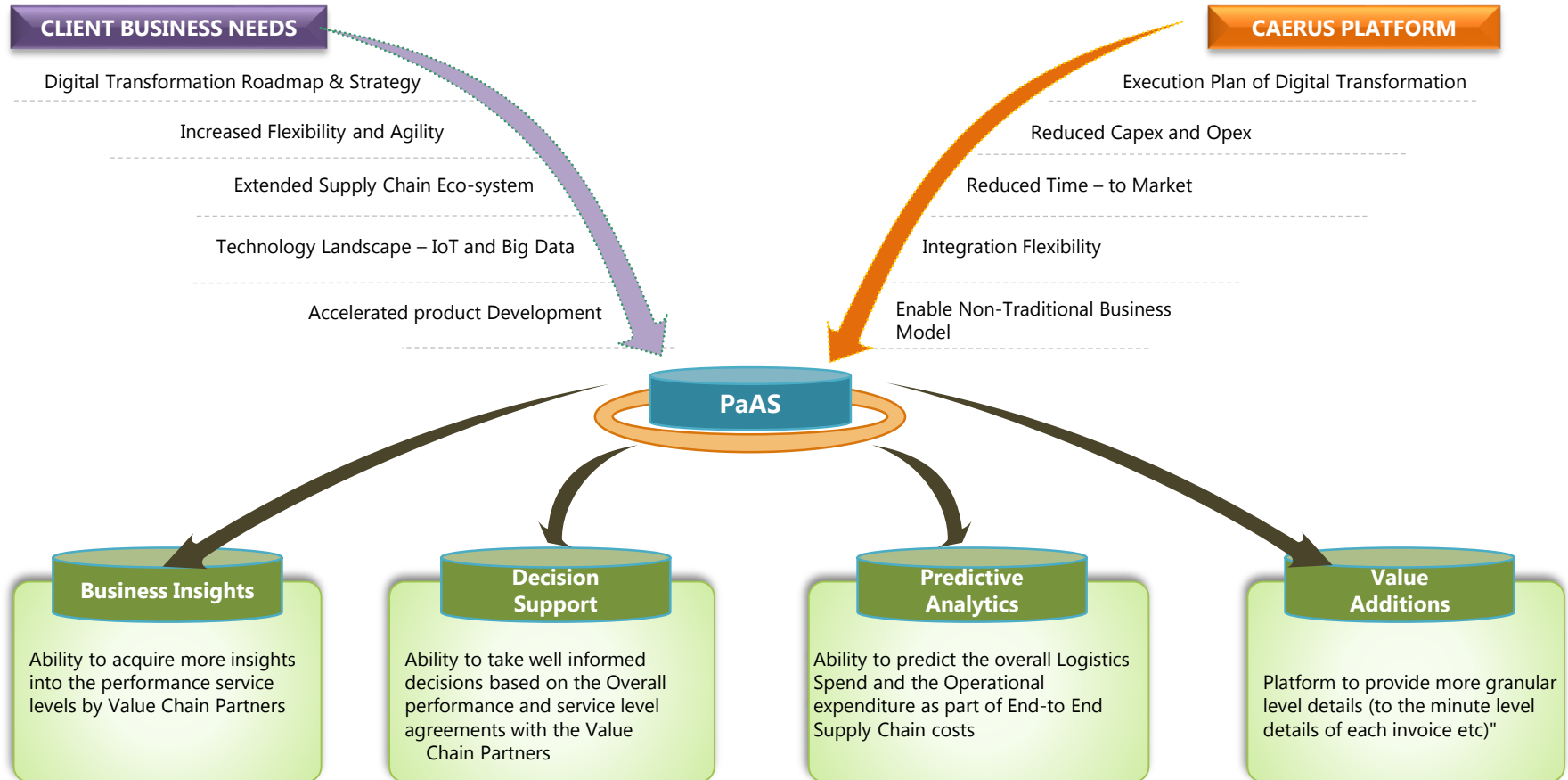
### MACHINE LEARNING & AI PLATFORM

- Machine Learning enabled Platform workflows
- Artificial Intelligence powered Solution frameworks
- Robust & Scalable data models

Futuristic End to End Automation for Process Efficiency & AI benefits

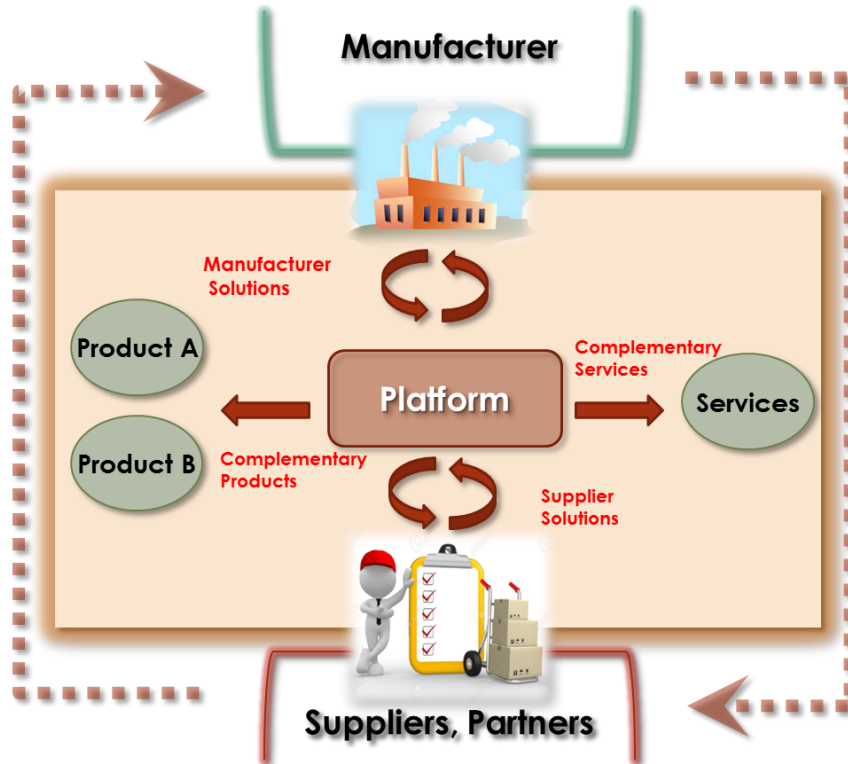
***We are targeting three industries – Manufacturers + Retail & CPG + Transportation & Logistics***

# PaAS APPROACH



**Platform approach** leveraged by **digital technologies** will manifest significant **transformation** in enterprises with minimal investment

# PaAS VALUE SYSTEM



- Caerus will build Complementary Products and Complementary Services (Transition to PaAS)
- Products are digital engineering solutions created out of PaAS
- Entire model pivots around data from various sources
- Services include transformational IT services and management consulting services

**Platform Solution** brings various players onto the platform that will enable *optimization across the value chain*.



# PLATFORM BENEFITS

## Tangible Benefits

Reduced IT Spent



Significant reduction in Capital Expenditure in Digital Transformation

Collaborative



Caerus Platform is Collaborative. It is technologically compatible and offers seamless integration of all players.

Real Time Information



IOT architecture uses Real time information

Effective Decision Making



SMART manufacturing process helps take informed decisions during the Process itself and not after the end of the process.

Reduced Time to Implementation



Agile Platform offered as a service reduces time to Implement Digital Solutions

## Intangible Benefits

Freeing up SME Bandwidth



Freeing up CS SME for deployment into strategic initiatives

Decreased Dependency on IT



Business Process owners can take the entire ownership

High Visibility



Platform enables high visibility across business functions

Enhanced Knowledge Management



End to end business process understanding

Better ecosystem for all players



Enhanced decision making through better analytics for all partners in the value chain

**Platform Solution** brings various players onto the platform that will enable **optimization across the value chain.**

# VALUE PROPOSITION

## Have balanced approach to Business strategy and Technology Enablement

- Integrated Business Planning
- Supply Chain Strategist

## Achieve Business growth with significant cost Reductions

- 18 to 20% reduction in Working Capital and Variable Costs
- Inclusion of financial strategy in overall business growth and expansion strategies

## Tighter collaboration with supply chain partners leading to better business benefits

- Retail Analytics
- Logistics Intelligence and Advanced Analytics

## Achieve & Build Resilient Organizations to counter the non-traditional business models

- Sales, Inventory and Operations Planning
- Smart Manufacturing Solutions – Machine Analytics
- Good Manufacturing Policies (GMP Framework)
- Sourcing and Bidding for Logistics and Transportation

## Social and Mobile Integration

- Solution Assurance, Architecture and Design Reviews, Capacity Planning, etc
- Support from platform/product specialists from implementation to Post Implementation as required

## Seamless visibility across value chain partners on overall process execution

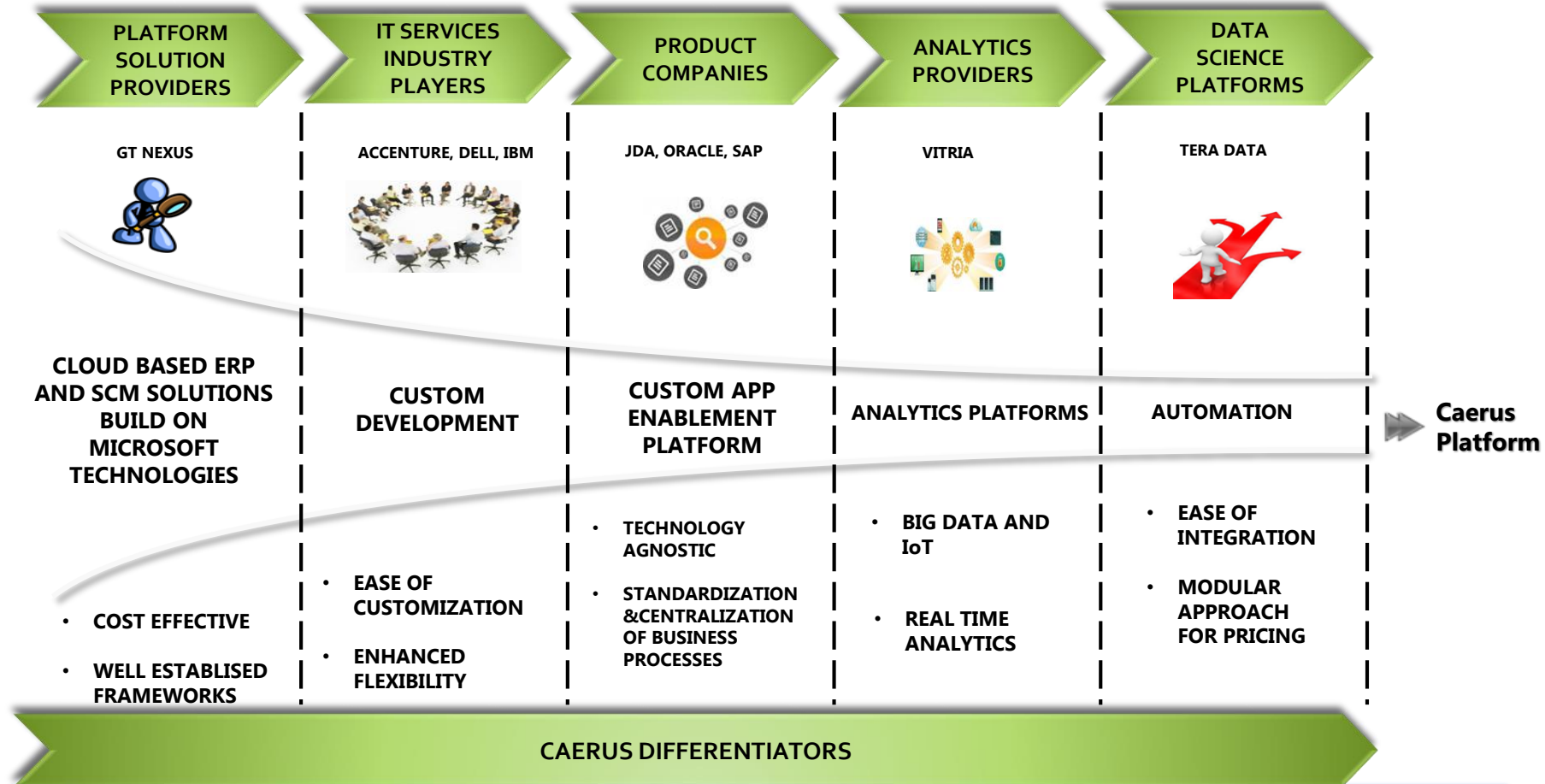
- IoT Based Supply Chain Visibility
- Vendor Managed Inventory



# COMPETITOR LANDSCAPE

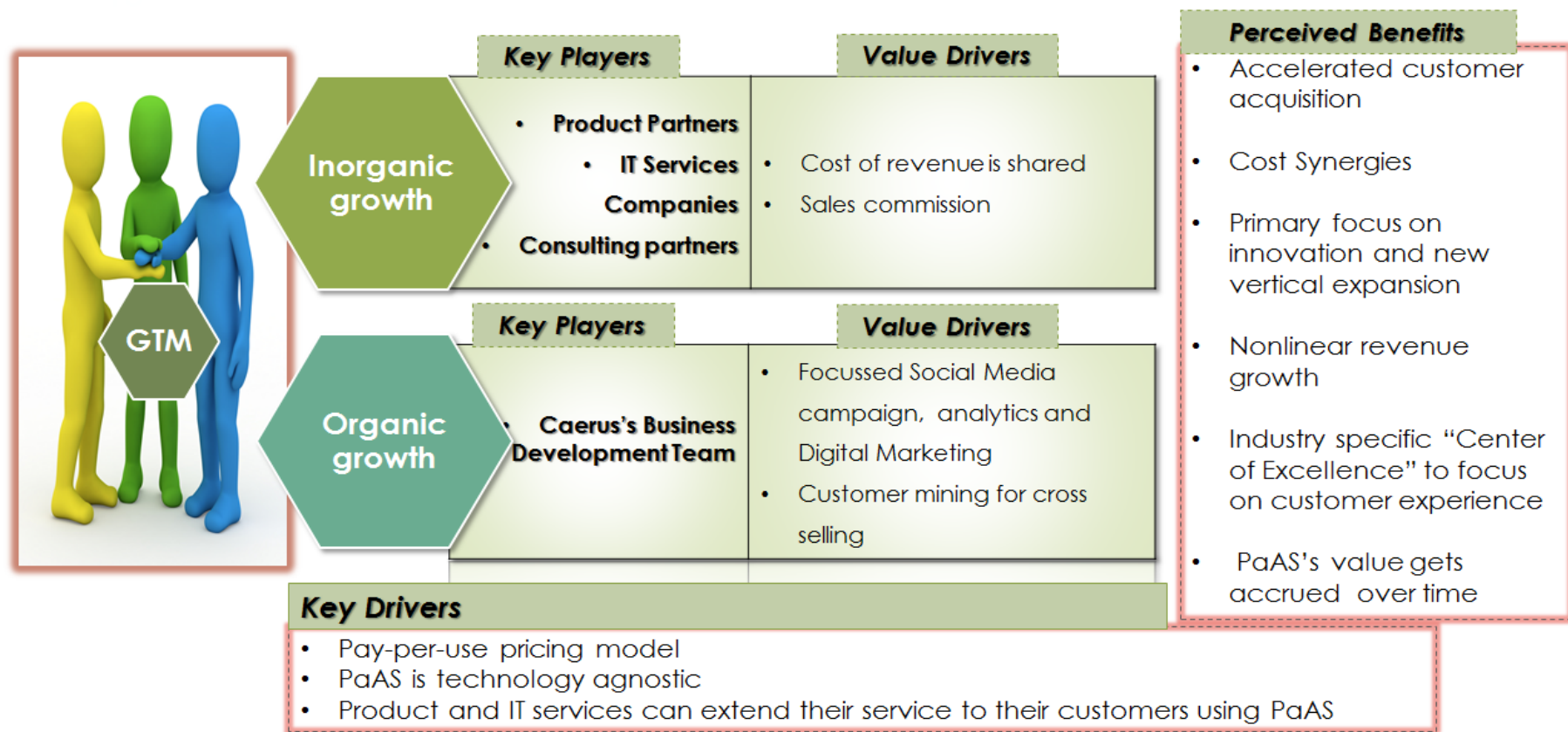
**CAERUS**

Platform Solutions For Digital Transformation



***We are a pioneer in Digital Supply Chain Transformation Solutions.*** We are better positioned to address the digital transformation challenges because of size and rigidity in existing solution

# GO-TO-MARKET STRATEGY



***We are partnering with Management Consulting Firms to take our platform to the Target Industries***

# FOUNDERS

### ***Srinath Bhupalarao – CEO***

- 20+ Years of execution and strategy level experience in the areas of Supply Chain Management Consulting.
- Comprehensive global experience working with Fortune 100 companies in strategizing large Business transformation engagements

- Seasoned Management Consultant in Supply Chain and Enterprise Transformation



- Has modelled the supply chain logic which is used as basic building blocks for the platform

### ***Venkat Koteswar Rao – COO***

- 22 Years of Operational Experience in IT and Engineering Product Development services.
- Worked for Top ranked Indian IT services companies like Wipro Technologies and Cognizant Technologies.

- Expert in Digital Technologies specifically IoT, under Product Engineering domain for Industrial Automation, Technology (Online and Hi-Tech) customers



- Worked with major organizations in carrying out complex transformation projects



### ***Kala Kasavajhala – Head of US Operations***

- Over 10+ Years of experience in IT Operations and Corporate Finance.
- Expert in Company Valuation, Customer Acquisition and aligning corporate functions to corporate strategy.

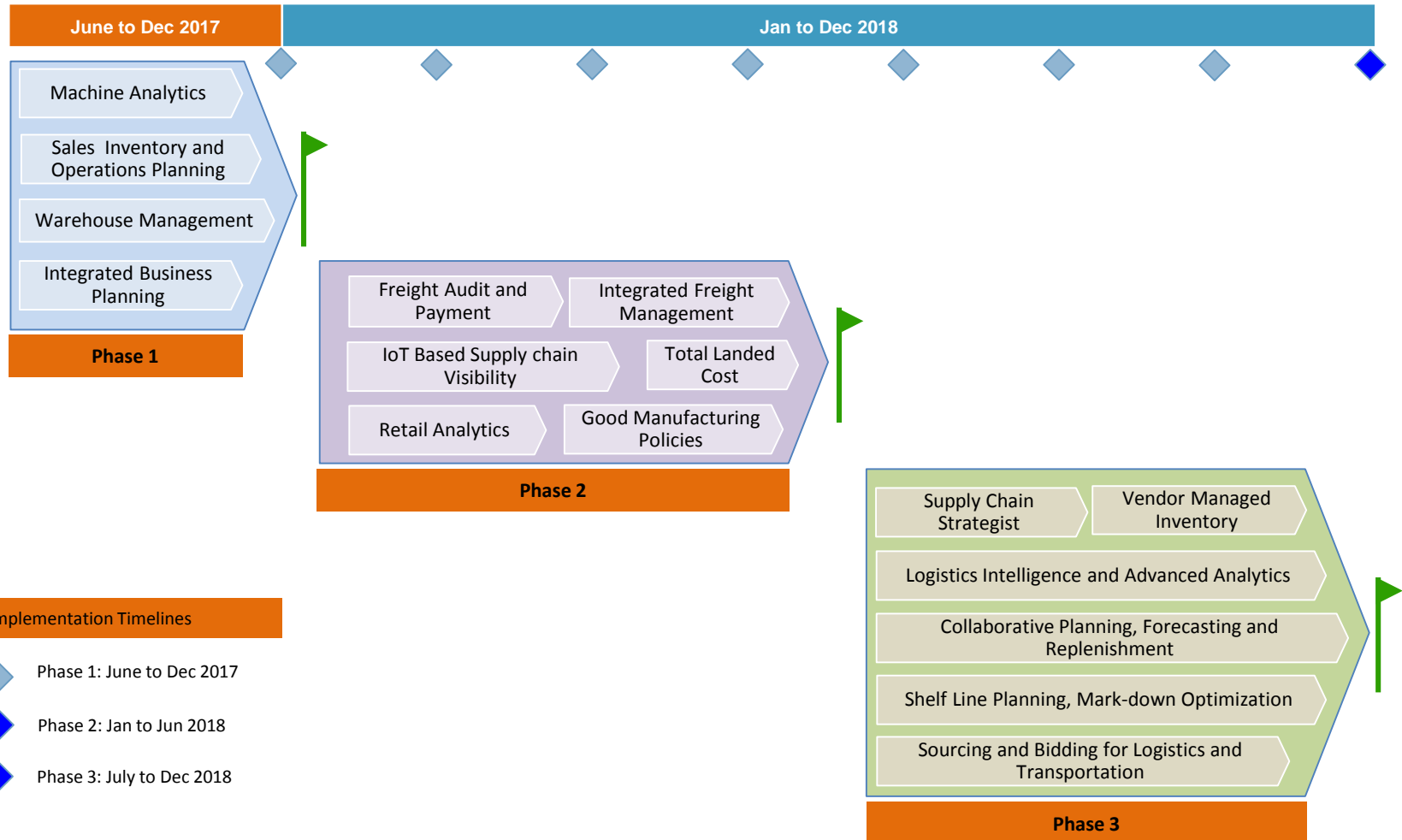
- Operations and Business Finance expertise



- Expert in strategy implementation with firms like Cognizant and Amazon in carrying out digital transformation



# DEVELOPMENT TIMELINE



# THANK YOU

*We look forward to show a demo of our “Machine -Analytics”  
Solution and our Platform !!!!!*

