



IMPACT OF DIGITAL TRANSFORMATION OF SUPPLY CHAIN ON SERVICE ORCHESTRATION AND CUSTOMER EXPERIENCE FOR CDIT OEMS

Technology is no longer a purview of the chosen few. With the communications revolution, even the remotest corners of the earth have access to information that influences decision-making. This has far-reaching implications for all industries; from a state when technology used to influence consumer behavior, we have now reached a point when consumer preferences drive technology. The consumer durables electronics industry globally is dominated by OEMs, who, in turn, are heavily reliant on the efficiency of the supply chain to ensure an enhanced consumer experience.

Challenges faced by CDIT OEMs and opportunities for digital transformation

The consumer durables electronics industry is one of the few industries that has not faced a significant downturn on account of the Covid pandemic. However, there has been a drastic shift in the buying behavior of the customer, who is now more and more inclined towards e-commerce instead of physical stores. Moreover, the industry is characterized by short lifecycle markets as frequent technological changes translate into rapid product launches. According to a recent report by SupplyFrame, the average high-tech manufacturer invests 25% of its personnel in New Product Introduction (NPI) and introduces a new product every 24 months. The efficiency and technology excellence of certain countries and regions and the emergence of global marketplaces without significant restrictions also raises the level of competition, consequently placing enormous pressure on margins. Changes in regulations, as well as volatile cross-border dynamics, which can result in sanctions and distribution challenges, further increase the complexity of the supply chain and a tougher trade environment for all the stakeholders.

Ironically, for an industry that thrives on disruptive technology, the adoption of information technology to improve efficiencies still leaves a lot to be desired. The report by SupplyFrame also mentioned that “91% of companies still rely on spreadsheets and electronic documents to track Bill of Material (BOM) requirements and phase gate review checklists.”

All of these findings clearly indicate a need for a digital transformation of the entire

electronics goods supply chain, starting from the semi-conductor manufacturer to the end customer.

The evolving consumer – Impact of efficient SCM on consumer experience

With the ever-widening access to information and the development of a global online marketplace, consumers today expect a lot more than merely an efficient supply chain. With hyperpersonalization becoming the norm, a consumer-driven supply chain no longer holds good for merely the corner retail store. Even CDIT OEMs can no longer remain impervious to the end user's preferences. All the aspects of the supply chain, including inventory management, warehousing, forecasting, analytics, and last-mile services are now driven by the need to deliver a superior and tailored experience to the customer.

Polished last mile services with predictive solutions

The ongoing pandemic has changed the dynamics of the supply chain, perhaps irreversibly so. The increasing adoption of e-commerce and home delivery means that last mile delivery has become critical to deliver an enhanced customer experience. Even though shipments may travel thousands of miles without a hitch, a small glitch in the final mile delivery can leave a negative consumer perception. Effective last-mile delivery can be achieved by predictive analytics and data management as well as adoption of technologies such as IoT and blockchain.

IT-enabled analytics, metrics management & forecasting

According to a recent report, more than 94% of Fortune 1000 companies are witnessing supply chain disruptions due to Covid. In such a scenario, disruptive innovations such as predictive analytics, IoT, blockchain, and machine learning are finding increasing applications in various stages of the supply chain.

The right analytics solution provides access to real-time as well as historical data on spending, costs and budgets and allows organizations to use innovative data analytics to derive critical insights. Results of these analyses can be used for forecasting and planning for efficient and timely procurement as well as delivery.

Intelligent supply chain and inventory management

Supply chain disruptions, occurring on account of fraud, political climate, technology or regulations, can all be tackled by effective supply chain intelligence gathering and analyses. But expecting internal teams to handle the rigors of tracking disruptive innovations in supply chain management is impractical. Gathering intelligence, analyzing existing data and deriving actionable insights from the data is a complex and time-intensive process best left to dedicated professionals.

Third-party supply chain management platforms leverage the latest technologies such as A.I., machine learning, and natural language processing to map and monitor the physical and digital supply chains, business relationships, and ecosystems.

Improved visibility of the entire supply chain ecosystem

In recent years, service providers delivering market intelligence and insights have expanded their portfolio of offerings to include customized supply chain intelligence solutions. These solutions provide customizable industry-specific interactive dashboards that deliver real-time information on their supply chain since procurement intelligence and analytics can no longer be viewed in isolation. The entire strategic teams, even the shareholders, need to have a clear view of on-demand supply chain intelligence. Improved visibility into the supply chain eco-system across the organization means that each functional group can predict the impact of internal as well as external changes on the KPIs of each functional unit as well as the supplier and be better prepared for adverse eventualities such as the pandemic. Efficient monitoring of all stakeholders also makes the supply chain more robust and resilient to geographical, regulatory, market-led, political, and other unforeseen risks.

The Infosys-Microsoft Partnership for SCM

Infosys, in participation with Microsoft, offers Azure IOT for predictive solutions and the Power Platform for last mile services. The D365 Finance & Supply Chain solution helps improve efficiency in analytics, metrics management, and forecasting for SCM.

Infosys in High-tech Industry

The Infosys High Technology practice helps vertically integrated as well as fabless enterprises sense near-term disruptions and ensure business continuity. Predictive analytics helps electronics and semiconductor manufacturers mitigate risks of centralized logistics and supply chain operations. Further, cognitive automation of frontend and backend processes maximize capacity utilization while rationalizing resource intensity.

Visit the [Infosys high-tech industry page](#) to know more.



About the Authors

Sankar Konduru

Head of Consulting Solutions & Innovation - Microsoft Biz Apps and Power Platform Practice.

As a Practice Head, Sankar Konduru, was responsible for Business Strategy, Go-to-Market, Marketing, Pre-Sales, Operations and Service Delivery of Infosys Engagements - executed on various COTS platforms / solutions both on-premise & cloud. Has more than 24 years of IT consulting and leadership experience in practice management, managing and incubating new service lines (Consulting Solutions for Microsoft Biz Apps & Power Platform, HCM practice, HRO Platform offerings, Workday and WFM practices in Infosys), governance and delivery management of large Transformations & outsourced engagements.

Sachin Bery

spanning core engineering consulting, product marketing, program governance & management and package-enabled IT services.

Sachin has been working across multiple roles and functions for last 2 decades in IT industry. He has diverse experience spanning core engineering consulting, product marketing, program governance & management and package-enabled IT services across product lines such as Oracle, PeopleSoft, Infor and his current focus around Microsoft Dynamics. In his current role, he is responsible for strategy definition, market alignment, industry consulting, service offering design, analyst relationships, global go-to-market, new business acquisition support, presales, deal structuring & vendor alliances for services around Business Apps and Power Platform from Microsoft. He has authored multiple thought papers based on these technologies and their applications to businesses.

Ramana Raju Nidadavolu

GTM Lead at Microsoft Business Applications Practice.

Ramana has over 14 years of experience in Marketing, Go to Market, Sales Operations and Sales Support with major Consulting and System Integrators. In his current role as GTM Lead at Microsoft Business Applications Practice, he anchors and program manages Marketing Planning, Go to Market, Sales Enablement and Lead Generation initiatives. He takes active interest in building and publishing compelling messaging and thought leadership from the Practice point of view.

For more information, contact askus@infosys.com



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