



# Supply Chain Transformation for a European Distribution giant

## About the Company

The client is the leading distributor of accessories for the consumer electronics market in Northern Europe with nearly 100 years of experience and with operations in 10 countries.



## Business Drivers

The Distribution Giant acquired multiple distribution companies as part of their expansion strategy and set to become the leader in the electronics accessories business.

With more subsidiaries under its umbrella, standardizing pricing across product categories and managing right inventory availability at the right time was becoming a challenge.

Margin Protection plays a vital role in the distribution industry hence the firm was looking to achieve better control over the Margins with a deep focus towards customer retention.

The firm was looking for a solution which could manage their specific distribution needs and keep their margins intact

- **Multiple Standalone systems:** The prime business objective was to standardize distribution processes and procedures across the acquired companies including merging of distribution centers and centralized inventory management.
- **Varied Processes:** Each subsidiary had different methods of pricing leading to margin leaks
- **Margin Leakage:** Managing multiple suppliers, passing on rebates to customers and getting chargebacks from suppliers was a challenge
- **Order fulfillment challenges:** Managing customer orders through multiple systems and execution of orders with limited visibility on inventory was creating order fulfillment problems

## Sonata's Consultative Solution approach:

Sonata Provided Functional Expertise for the Analysis, Design and Development phases of the Dynamics 365 Implementation Program.

Sonata conducted a consultative workshop with the firm's leadership team which helped them map their Distribution challenges to Sonata's Premium Tier ISV Co-Sell solution **Modern Distribution Platform**.

- Deep expertise in distribution industry which helped in understanding client's challenges and map their needs with Modern Distribution IP Platform
- Vast experience in Dynamics implementation with similar clients helped to give a consultative approach to standardize their processes and

procedures in **Dynamics 365** implementation

Modern Distribution Platform is an integrated digital platform for Distribution. The Platform's advanced features satisfied the client's specific Distribution needs.

- **Advanced Supply Chain:** Revenue Management, Order Management, Procurement Management, and Inventory Management
- **B2B E-Commerce:** Customer Engagement, Commerce Operations and Platform Enablers
- **Mobile Delivery operations:** Planning, Order fulfillment and Platform Enablers

## Benefits

- The Solution enabled unified operations across multiple channels
- This IP had added advantage to the Dynamics 365 platform by providing deep supply chain insights
- The Advanced features of the **Modern Distribution Platform** boosted cross-selling and upselling
- Reduced Inventory carrying cost through efficient order management
- The program had significantly improved the time to market and provided better control over the margins.





# WHY SONATA?

Crafting a personalized experience has been a significant differentiator for retailers. We understand that the core principles of retail and the emerging trends of digital transformation in the Retail. With the track record of delivering futuristic solutions, we help retailers to redefine the boundaries of engagement with customers across their journey, from home to store to social-media.

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

- 1. Sonata READY:** End-to-end, industry-specific digital business platforms
- 2. Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
- 3. Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing , Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience(CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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