



A leading supplier of automotive components implemented

# PLATFORM BASED DIGITAL TRANSFORMATION ACROSS THE DISTRIBUTION CHANNEL

With Sonata's industry ready digital platforms integrated with Microsoft Dynamics 365



Microsoft  
Dynamics

**Sonata delivers innovative solutions and services – consulting, implementation and support, helping enterprises accelerate their digital transformation initiatives with Microsoft Dynamics 365.**

# DIGITAL TRANSFORMATION OF RETAIL & SUPPLY CHAIN ECOSYSTEM OPERATIONS THROUGH PLATFORMATION

Our client is one of India's largest & diversified automotive conglomerate, specialized in manufacturing and supply of auto-components. It sells over 35,000 parts, manufactured by more than 80 suppliers and caters to over 8,000 franchisees across the country.

## CLIENT NEEDS ADDRESSED

The automotive spare parts distribution requires an efficient orchestration of operations between multiple players in the ecosystem, to compete in the market. Our client wanted an efficient & modern system to connect with their ever growing network of franchisees, distributors and manufacturers to address their critical needs:

### Franchisees:

- ❖ Faster service to customers with personalized pricing
- ❖ Ability to track customer buying patterns and preferences
- ❖ Efficient inventory and order management to optimize stocks in store

### Distributors:

- ❖ Real-time stock position to ensure timely replenishment of spare parts

### Corporate Office:

- ❖ Capability to centrally control the price of spare parts sold at the franchisees
- ❖ System to capture customer loyalty for targeted promotions
- ❖ Need for real-time advanced reporting and analytics to monitor performances of franchisees/outlets

35000 Parts

80+ Suppliers

8000 Franchisees

Sonata's technology solutions enabled our client to build a platform with the 4 key characteristics:



#### OPEN

Built on open industry standard interface definition to enable faster integration



#### CONNECTED

Enabling supplier, distributor and franchisees connect to the digital platform



#### INTELLIGENT

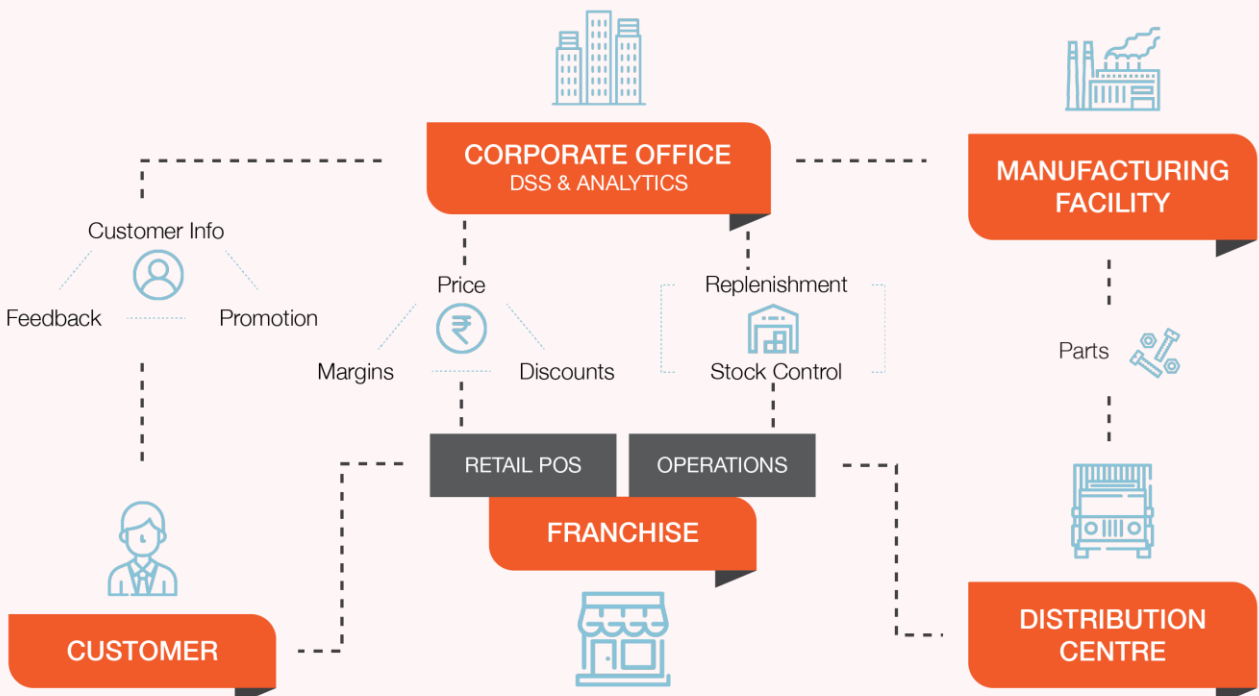
Advanced analytics for real-time inventory and stock visibility



#### SCALABLE

Provision for onboarding growing network of franchisees to the platform

## MODERNIZED SUPPLY CHAIN



## SONATA'S SOLUTIONS

Sonata with its unique Platformation™ approach and its industry ready business application platform IPs for retail and distribution, digitized the client's business operations encompassing all the participants viz. franchises, distributors and suppliers

### RETAIL

Franchisee's retail operations were transformed using Sonata's industry ready integrated retail platform (Brick & Click). This provided the outlets with an advanced POS system capable of managing price, inventory and customer information. Through seamless integration with core ERP, client had real-time oversight on the performance of franchises.

### SUPPLY CHAIN

Sonata's 'Modern Distribution' solution, a digital distribution platform, was implemented for orders, inventory, revenue and supply chain management. This provided an end to end visibility of inventory and sales of the franchisees and improved stock replenishments at the right time.

### ANALYTICS

Business applications integrated with Microsoft Dynamics 365, provided real-time data for advanced analytics. The ERP system was now capable of providing accurate information of sales performance, customer loyalty, price margins, distribution efficiency and production levels.

Microsoft Dynamics 365 coupled with Sonata's industry ready IP solutions for both retail and distribution helped customer enable all the participants in its supply chain ecosystem to gain real-time visibility and improve efficiencies across the supply network and in-store operations.

The journey of digitizing & transforming business processes leveraging technology is an ongoing process for our client. With continued support from Sonata, our client's teams across business functions are now accelerating their transformation initiatives.

**5+%**

**INCREASE IN MARGINS**

With Dynamic Pricing capability.

**15 to 20%**

**IMPROVED EFFICIENCY**

with real time visibility of sales and inventory information

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*Sonata's solutions for retail and distribution helped us to get a control tower view on the distribution channels including franchisee operations and, helped us to collaborate better with our franchisee partners.*

*It improved inventory turnover and minimized out of stock situation at the franchisees.*

- CIO / VP , Technology Services, Client Organization

## KEY BENEFITS

CUSTOMER

### IMPROVED SATISFACTION

with reduced wait time and personalized pricing

FRANCHISE

### INCREASED SALES

with targeted promotions & campaigns and improved inventory management

DISTRIBUTOR

### REDUCED COSTS

with better visibility of demand, stock position and sales pattern

CORP OFFICE

### IMPROVED PROFITABILITY

with dynamic pricing and visibility of sales performance, inventory and customer preference

## WHY SONATA?

Sonata provides a full range of services including consulting, engineering services and managed services on Dynamics. With deep value-added engineering experience on multiple releases and a proven track record of enterprise implementations, we can help you with digital transformation on Dynamics 365 by extending your business processes to mobile, migrating to cloud and get actionable insights using analytics. Our offerings include:

**Accelerated Dynamics Upgrade:** Sonata's Dynamics 365 Code Migration Tool enables direct upgrade of any older version of AX (2009, 2012 R1, R2, R3) to the new Dynamics 365 in a short time by saving 30-60% of cost and effort. It also enhances developer productivity in scenarios when a complete migration is not possible.

**Consulting:** By leveraging our deep understanding of Microsoft Dynamics® product architecture and roadmap, you can assess and plan your global implementation journey, design for scale and performance, know your investments and justify them.

**Engineering Services:** With our global development factory model, tools, reusable assets, process driven methodology and high performance engineering skills you get a trusted engineering partner to drive complex and large scale customization and implementations to success.

**Dynamics Care:** Support: We ensure a stable and optimized system by delivering end-to-end support services using our mature service delivery model, service improvement best practices, standardized processes, metrics driven execution and governance and flexible engagement options with global coverage.

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, Distribution, Travel and Software industries, Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, RAPID DevOps Platform® and Halosys Mobility Platform®, best in class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services, as well as new digital applications like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security. 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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