



Birlasoft drives business efficiency

with customized IOT solutions for a large North American bike manufacturing company

Customer Overview

The client is a large American bike manufacturing company, and one of the biggest bicycle manufacturers in the world. Its products are marketed through more than 1700 dealers across North America, subsidiaries in Europe and Asia and distributors in more than 90 countries

Business Challenges

The customer had an existing setup of legacy systems requiring manual intervention for most functions. This affected processes like purchase orders and employee orders causing productivity and employee efficiency issues. Lack of correct information at critical junctures also hit customer satisfaction levels leading to loss of business. Business challenges included:

- Manual checking of bins for decal levels
- Pickers notified buyers via emails about shortages
- Missed reorder points
- Long lead times on ordering decals
- Employee orders overflowing in the pickup area
- Mail-room employee notified other employees via email to collect received orders

Highlights

Industry

- Consumer and Industrial Goods

Project Footprint

- Migration from legacy systems to custom IOT solutions
- Complete automation across functions
- Repurpose manual checking time with other value add work

Birlasoft's Solution

The customer's existing legacy system implementation was complex and inefficient due to multiple factors including requirement of manual intervention at critical points. Birlasoft had to go back to the drawing board to work on an automation strategy that ensured that these existing issues were mitigated. Birlasoft collaborated with the client to ensure legacy data synchronization and adoption of best practices for the automation process. Birlasoft's expertise helped in working with the client and enabled the creation of custom IOT tools that matched all requirements specified by the client. With proven IOT experience and proficiency, Birlasoft was able to lead the project and make a constructive transformation to the customer's business operations

Some solution highlights are as follows:

- Removed manual checking of bins by deploying sensors
- Reduced the risk of missing reorder points with automation
- Buyers are notified automatically due to automated systems
- Employees are automatically notified when their order leaves the warehouse and on arrival at the mail room

Benefits/Objectives Realized

Birlasoft created a specific automation strategy for the customer and completed the entire migration process with a short turnaround time. The key benefits that the customer gained from this IOT implementation project include:

Some solution highlights are as follows:

- Bins were never empty during migration process ensuring no loss of business revenue
- Repurpose manual checking time with other value add work
- Improved communication with customers resulting in higher customer satisfaction levels
- Sizeable cost savings for the company
- Established the automation strategy and worked as a strategic partner for the client
- Higher employee efficiency and increased business productivity



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.