Distribution Channel Management Solution Through Sonata's IPs for a Large Auto Parts Distribution Company

CASE SUMMARY

A large Indian automobile conglomerate was looking for a solution to monitor and control franchisees' orders, stocks and sales through an ERP system with real-time visibility. Sonata helped achieve this through an implementation of Microsoft Dynamics and two of its own IPs - Brick & Click for retail and Modern Distribution.

Product Engineering
Enterprise IT Services
Technology Infrastructure

SONATA
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DEPTH MAKES A DIFFERENCE

ABOUT THE CLIENT

Client is a large conglomerate in India and into various businesses within the automobile industry. Right from raw materials sourcing, supply and distribution until finished automobile and after sale spare parts distribution they cover truck financing as well. They have their own manufacturing unit, distribution services, franchisee operations and retail stores for auto parts for B2B.

BUSINESS CHALLENGE

- Client was seeking a solution to monitor and control franchisees' orders, stocks and sales, to support the expanded distribution channel and franchisees operating retail stores for auto parts
- Needed an ERP system that could help extend channel operations and get real time visibility.

SONATA'S SOLUTIONS

- Sonata implemented Microsoft Dynamics and two of its own IPs - Brick & Click for retail and Modern Distribution.
- With a single ERP, the client was able to get good visibility of channel and franchisee operations.
- Sonata's IP modules Advanced Order Management, Advanced Revenue Management and Advanced Inventory management were implemented to track stocks during order creation; monitor margins to ensure a profitable sale in every order; and get a good visibility on franchisees' inventory and plan for replenishment, respectively.
- Sonata created a tight integration between the finance system and retail operations of the franchisees.

BUSINESS BENEFITS

- Client was able to move away from over stock to right stocking through a pull based stock replenishment, thanks to good visibility on franchisees' operations
- Tight integration between distribution and franchisees' retail benefited in vendor supplier collaboration.

ABOUT SONATA SOFTWARE

Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services. Sonata's solutions bring together new digital technologies such as Omni-Channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

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