

Tiger Analytics helped a major US-based Fortune 500 F&B company **reduce shipping costs with low-code** intelligent automation

Tiger Analytics ensured that the most cost-efficient distribution center for a sales zone was pinpointed swiftly. The solution also empowered the client's supply chain team to simulate various scenarios, assessing cost implications with distinct business constraints. According to initial studies, 4% savings in shipping expenses was reported.



The Background

Our client is one of the leading Food and Beverage companies, with a presence in over 200 countries across six continents. Their US branch also sold to small businesses, using TPL service providers for fulfillment. Since they provided country-wide weekly deliveries, the client set up multiple distribution centers for fulfillment with varying capacities (weather, demand, etc.). It led to constant changes to improve the logistics chain's cost efficiency. So, they were looking for an optimization model to reduce transportation costs, improve delivery times, and enable scenario modeling quickly.

Key Challenges

- ▮ **Data underutilization in mapping:** There was a lack of historical data usage to suggest improvement in distribution centers to customer zones (sales zone) mapping.
- ▮ **Distribution scalability issues:** The current solution was not scalable, making it hard to add new distribution centers, sales routes, customers, etc.
- ▮ **Limitations on iterative enhancements:** It was impossible to add early value for iterative improvements in future phases to incorporate more features and granularities.



Our Solution

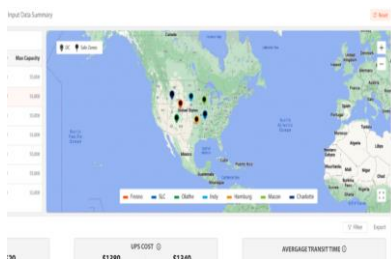
Tiger Analytics recommended a solution based on low-code Intelligent Automation technologies.

In step one, the team focused on the **Discovery and Prioritization** of features. It helped differentiate between features implemented in the first phase and those reserved for the next iteration.

In step two, an **Execution Roadmap** was created. This roadmap defined essential elements like the timeline, effort estimates, data requirements, solution blueprints, and success measurement parameters.

Lastly, **an Optimization Model** was developed and deployed in step three, accompanied by a lightweight UI. It was achieved within a short time frame, with regular coordination with the client team.

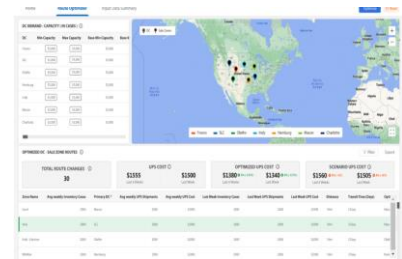
Geographic view



Data Summary



Scenario Planning



Value Delivered

The most optimal distribution center to the source for a sales zone (regarding cost efficiency) was quickly identified.

The supply chain team could simulate scenarios, **incorporating different business constraints** and viewing the resultant cost impact (\$).

Cost savings of ~4% in shipping costs were achieved per the initial studies.



About Tiger Analytics

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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