LTIMindtree

Accelerating New Product Launch for a Global Consumer Goods Corporation through Process Automation

Client

The client is a manufacturer and marketer of fast-moving consumer goods. Their extensive business presence spans various geographies, ensuring a global reach. It specializes in personal/consumer health, personal care, and hygiene products. The company distributes its products through various channels, including grocery stores, membership clubs, and high-frequency stores.

Challenges

Navigating complexities

- In response to market dynamics, agility was needed to meet customer demands and outpace competitors.

- The company need to reduce launch cycles from the existing 6-12 months due to increased competition.

Large data complexity

- Gathering essential product-specific information from multiple departments based on launch type, line, brand, and region posed a significant challenge.

- Complex manual data processing led to the delay of product launch.

Disparate manual data collection

- Collecting data from diverse departments, viz., product portfolio, specifications, planning, artwork, etc., was tedious.

- Spreadsheets and paper forms were used to manage and collect the data, causing a lack of visibility and process delays.

Declining data quality

- Manual data collection through spreadsheets and paper largely resulted in inefficient data quality and inaccurate product launch specifications. This, in turn, led to a 0.7% loss due to product returns.

LTIMindtree Solution

LTIMindtree's low-code solution revolutionized the global consumer goods company's landscape with an intelligent digital automation platform.

Streamlined the process by intelligently gathering product information from various departments, ensuring data quality within processes using AI

Enhanced efficiency through dynamic decision-making, real-time tracking, and intelligent routing

Reduced more than 20 manual touchpoints through intelligent integration with systems like SAP

Intelligent data validation framework ensured accurate product information collection

Switched to guided workflows and an intuitive user interface (UI)

Offered real-time reporting and guided assistance

Business Benefits

Automated processes to accelerate launch cycle time by 90%, which resulted in cost savings of USD 0.8 million

Enhanced data quality prevented product returns and losses, saving approximately USD 1.3 million annually

Streamlined communication lowered Full-Time Equivalent (FTE) by 50% per region

Real-time tracking reduced turnaround time by 40%

Reduced manual touchpoints by 87%

$1.8Mn	100%	0.7%	90%	$0.5Mn
Annual Sales Growth	Automated data collection from varied departments	NOS savings	Improved operational efficiency by removing manual touch points.	Increase in revenue by reducing FTEs.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit **www.ltimindtree.com.**