TCS successfully implements global supply chain and logistics processes for The Landmark Group

“The sense of commitment and ownership demonstrated by the TCS team is commendable and has reinforced our belief in TCS being an organization with a strong service orientation towards its clients. I am pleased to inform you that we had the opportunity to 'Experience certainty' from TCS and believe that TCS has been able to deliver well against the high standards that it sets for itself as an organization.”

Kirit Shah
CIO, Landmark Group

Building efficient supply chains and logistics processes poses many strategic challenges to any global enterprise. When you’re Landmark Group—over 15 retail chains in over 1,500 locations across the Middle East and India—the challenge takes on new dimensions. Landmark Group understood that a challenge of this scope could only be met with a proven enterprise solution such as Oracle Retail and partnered with TCS to achieve supply chain excellence.

Client
Landmark Group of Companies

Industry
Retail

Offering
Oracle Retail
Enterprise Solutions
**Business Challenge**

Key to the success of a global enterprise is an optimized and efficient supply chain: knowing where your inventory is, its true cost and its best pricing, when it’s been sold and when it’s been shipped—and more. From the way goods are imported to the way sales are posted, Landmark Group’s logistic and supply chain operations form a unique operational fingerprint—a set of business processes unlike any other.

Landmark Group chose to address their enterprise challenges by implementing an Oracle Retail solution. They knew the solution had to be acceptable to all their different businesses, and accommodate all their different product lines. They also knew that the Oracle solution would have to be extended in certain areas to meet their specific operational model and retain the group’s competitive advantage.

Landmark Group needed an IT services partner that understood not just how to implement the Oracle platform but how to extend it, a company that understood not just technology, but also the complexities of retail supply chain, logistics and financing. They found that partner in TCS. Our depth of retail expertise, and our experience implementing Oracle Retail, made us the ideal choice. We specified, designed, developed and supported a solution centered around the base Oracle Retail product suite and a set of bolt-on custom modules to deliver the functionality the Landmark Group required.

The unique challenges Landmark Group faced included understanding how to:

- Improve supply chain efficiency by having the ability to dynamically change the routing and mode of transport for importing goods
- Realize uniform pricing across the Gulf Co-operation Council (GCC) countries for products to manage value added services at supplier or manufacturing site
- Enhance the customer delivery solution to have better supply chain tracking and improve customer satisfaction
- Enhance store replenishment and stock taking processes to minimize stock out situations at stores
- Eliminate manual entry in financials, across multiple sets of books for merchandising operations
- Implement flexible putaway logic to manage space constrains in the warehouse
- Creating a Logistics bolt-on module to manage import, export and multi-leg routing of the supply chain process
- Developing and implementing a large custom module to support the trading business (i.e. Re – Export) and end to end Customer Order Delivery, spread across multiple systems
- Developing an initial pricing engine to factor cost, incidental expenses, and margin to derive uniform pricing across the GCC countries. This is shared with suppliers as a value added service before goods are dispatched

**TCS’ Solution**

TCS addressed all of the Landmark Group’s critical and complex requirements with a fully turnkey solution that we named Genesis: based solidly around the Oracle Retail Suite 13.1, augmented and enhanced to conform exactly to their specific operations, and supported by TCS.

We implemented Oracle Retail 13.1 to take care of central buying, and supply chain operations for the UAE and Bahrain using a single instance of the Oracle suite to support 12 different business units including MFP, ORMS, ORPM, ORAlloc, OReIM, OReSA, ORWMS, ORSIM, OARI and ORIB.

We are in the process of implementing the same solution across the remaining GCC countries.

We extended the Oracle Retail 13.1 solution to fit Landmark’s business needs by:

- Creating a Logistics bolt-on module to manage import, export and multi-leg routing of the supply chain process
- Developing and implementing a large custom module to support the trading business (i.e. Re – Export) and end to end Customer Order Delivery, spread across multiple systems
- Developing an initial pricing engine to factor cost, incidental expenses, and margin to derive uniform pricing across the GCC countries. This is shared with suppliers as a value added service before goods are dispatched

**The Landmark Group**

The Landmark Group is a leading retail and hospitality conglomerate in the Middle East and India. They operate over 1,500 outlets encompassing over 20 million square feet, spread across 19 countries. Starting with a single outlet in 1973, today the Dubai-headquartered Landmark Group sells a broad range of products including general merchandise, furniture, white goods, electronics, baby needs, fashion garments and more. Their core retail brands include Home Centre, Centrepoint, Babyshop, Splash, Shoe Mart and others.
Experience certainty

True certainty of success comes from working with a partner you trust to provide the insight, support and expertise that will propel your business forward. Experiencing certainty with TCS means you can count on results, partnership and leadership.

- Simplifying the store return process (very common with very high volumes during end-of-season sales) to better manage stock at warehouses
- Creating a complete bolt-on module to take care of delivery management for customers, primarily for furniture products
- Developing a flexible putaway process to minimize space constraints in the warehouse
- Addressing and automating complex financial posting requirements pertaining to the multiple legal entity structure of the Landmark Group across multiple territories
- Developing the bin-based stock count process at stores to improve inventory accuracy and reduce pilferage
- Creating a custom replenishment engine to take care of store needs to minimize the stock out situation at stores
- Implementing Merchandise Financial Planning (MFP) for better Pre and In-season planning
- Assisting warehouse managers to implement physical layout changes and improve operation efficiency
- Integrating Genesis solution seamlessly with all satellite systems to ensure data consistency across the systems
- Providing business cutover, data migration, operational report and warranty support
- Conducting Train the Trainer workshops for approximately 120 users

Results

The Landmark Group continues to derive benefits from the partnership, including:

- Increased return on inventory investment with higher supply chain dynamics, smoother end-to-end logistics flow, and more accurate costing
- Greater control over the business processes and a near real-time visibility of stock and sales across the enterprise
- Accurate, detailed inventory tracking that ensures proper planning, replenishment and increased customer satisfaction
- Accelerated receiving cycle, reducing the time required to move and sell items
- Improved customer satisfaction through end to end visibility into the customer order delivery cycle
- Enhanced inventory visibility across the group, allowing for a better replenishment algorithm for seasonal and core products
- Increased efficiency and accurate financial recording of all inter-company activities between territories
About TCS’ Retail Industry Solutions Unit

The Rules of Retail have changed. These New Rules bring new opportunities for the retail industry - opportunities that might themselves become game changers. More and more, innovative retailers - using brilliant strategies, advanced technologies, best practices, and operational excellence - grow revenue by delivering satisfying buying experiences wherever their customers are and whenever they want to buy.

Tata Consultancy Services has partnered with eight of the top 10 US and five of the top 10 UK retailers on this journey. Our innovative business solutions, and comprehensive portfolio of offerings, help retailers use these rules to guide them and build deeper and stronger customer relationships, reduce cost and increase efficiency through our integrated IT, BPO, and Infrastructure services and proprietary Retail Industry Solutions.

Contact

For more information, contact retail.solutions@tcs.com

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About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India’s largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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