

iTrakX[®]

Consumer Packaged Goods and Distribution



Consumer packaged goods (CPG) supply chain involves various stakeholders in upstream supply chain, manufacturing, downstream supply chain, sales and infrastructure. In any enterprise, men, material and money are the important aspects which needs to be tracked down so as to get correct Information and feedback to generate revenue. However, monitoring the various units of a CPG value chain is challenging as the units of the supply chain of packaged goods are typically spread across the country and even globally. So, ensuring quality and efficiency while preventing loss of assets or efforts is a source of constant tension for the business. Wouldn't it be awesome if you could control and monitor a CPG supply chain- from sourcing to point-of-sale?

TCS' iTrakX is the all-seeing eye that tracks the flow of men, material, and money across various units of the CPG supply chain. With a raft of smart tools like ERP, SAP, SCADA integrated with our proprietary iTrakX system, you can monitor any part of it. From quality assurance to raw material provenance and monitoring the physical or human assets- everything is possible with iTrakX.

Overview

The production journey of packaged goods starts from the sourcing of raw material(s) and ends at the retail store. There are a lot of stakeholders in between.

Take the example of a chocolate company. The production journey starts with sourcing the raw material from various countries and continents. Then there is the multistage manufacturing process. Ultimately, the journey ends when the chocolate bar reaches store shelves in the remotest of villages and the hinterlands. It is extremely difficult for a CPG company to have visibility across the entire value chain. How, then, can the chocolate company ensure the following:

- Quality cocoa is picked?
- No counterfeiting happened during the cocoa supply?
- Cocoa farmers are justly compensated?
- The manufacturing process has adhered to regulatory guidelines?
- The chocolate is fit for consumption?
- All assets are properly maintained with no incident of theft?
- Manufacturing plants/ warehouses run efficiently with no unplanned downtimes?
- Sales are tracked, and demand/ supply synchronized?

Manually it is not possible to ensure full visibility. However, iTrakX provides a real-time track-n-trace of the value chain. Quality control becomes easy. With 24/7 asset tracking, you can reduce capital loss. The AI-based system is capable of predicting all outages, thus preventing downtime. Lastly, TCS' iTrakX provides invaluable insights into sales and production processes that might have otherwise remained overlooked.

Solution

TCS' iTrakX is a holistic solution that puts each aspect of the value chain under the purview of a centralized control center. It leverages the blockchain and internet-of-everything to remotely control and monitor the physical assets of the company and gives you thorough visibility on the entire value chain.

TCS' iTrakX has several modules:

- **iTrakX T&T, ISTT, and iVerify** helps in product provenance, counterfeit detection and ensuring quality till consumption point
- **iTrakX Connected Assets** lets you remotely monitor and even control the physical assets, thereby preventing asset theft and downtime
- **iTrakX e-Plantation** digitizes the farming operations of a CPG, ensuring regulatory compliance and sustainable farming practices
- **iTrakX DC Monitoring** monitors the data centers located in the manufacturing or warehouse units to look for issues and forecast any unplanned downtime

Benefits

TCS iTrakX offers these tangible benefits:



Real-time supply chain visibility. End-to-end traceability of men, materials, and money



Improved product quality



Counterfeit detection and easy batch hold/recall



Automated and proactive monitoring of assets to detect and prevent issues and downtime



24/7 asset tracking, preventing theft or misuse



Outage control and automated issue resolution in some cases



Insightful, on-demand reports on sales and production processes



Man-machine collaboration; increased benefits from channel partners



Increased efficiency and productivity as a result of better visibility



Product premiumization opportunities resulting in increased revenues



Increased revenues due to better visibility



The TCS advantage

Why should you use the solution by TCS?

- **Industry awards:** TCS Digital Farming Initiative (DFI) won NASSCOM's Top 25 AI for Good Innovations Award-2019
- **Analyst rankings:** TCS Recognized as a Leader in Gartner Magic Quadrant for Data & Analytics Service Providers, worldwide– 2019; Ranked #1 in HFS Top 10 Retail and CPG Service Providers – 2019
- **IoT CoE:** As an expert solution integrator, TCS is well versed in the delivery of complex IoT projects
- **Technology expertise:** Our product is backed by five decades of technological expertise

Contact

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Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 469,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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