Supply Chain Optimization

3A Nutrition (Vietnam) subsidiary of Abbott Laboratories Company Limited a leading nutritional products distributor in the country, as huge distribution network supplying 500 different products to retail outlets, through 8 regional offices and 110 Agencies.

Project Name	**Next Generation Enterprise Performance Management**
Client Name	**3A Nutrition Abbott**
Duration & Team	Live since 2009 7 months and 12 people • 1 Lead Architect • 2 Lead Data Analyst • 1 Data Scientist • 5 Lead ETL Developers • 2 UI/UX specialist • 1 Quality Manager
Data Volume	20 million rows per quarter, for 7 years of live data processed and history data of 14 years included in data warehouse
Infrastructure	Enterprise Data Center • RDBMS Source Systems • Optimized Analytical database for effective processing • Pentaho Community Edition for data ingestion and visualization serving users and power users • Scheduled ETL jobs to run every 2 hours once to monitor near time data from all regional offices, direct agencies and retail outlets • Change Data Capture technique implemented for master data management and data synchronization

Business Problem

- Least Transparency in operational performance monitoring across different departments within the enterprise (Inventory, Sales and Collection)
- Still Error Prone Reports leads to lengthy month-end closure cycles, due to data discrepancies
- 70-80% of repetitive manual efforts in reports generations
- Communicating with representatives of 100+ Point of Sale Agencies and getting operational

summary reports during month-end, year-end were so hard and difficult to consolidate once available.

- 16 years of Legacy data maintained in csv data, were of no use (due to integration gap with current IT system generation data)
- Limited control and visibility on salesman field performance

Solution

- Pentaho platform to consolidate data from multiple disparate data silos and provide higher inventory visibility and sales
- Sales Penetration and loyalty analytics
- Semi structured data capture through text files from marketing team
- Near real time reports for accounting and sales teams
- 200% growth on data storage over every 2 years
- Optimized data warehouse for analytics and reporting