

# DIGITIZED DISTRIBUTION OPERATIONS IN A COMPLEX SUPPLY CHAIN

A major distributor of automobile spare-parts digitized its business operations with Sonata's Modern Distribution platform to enable faster service delivery, real-time inventory management, centralized price control, and improved management oversight.



From Sonata Software, **the Platformation™ Company**

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Streamlined supply chain operations with Sonata's industry-ready platform for distribution

**35000**  
PARTS

**80+**  
SUPPLIERS

**8000**  
FRANCHISEES

## CONTEXT AND NEEDS

Our client is one of India's largest diversified automotive conglomerates specializing in the supply of automotive parts. Operating in a heavily fragmented market, the organization distributes more than 35,000 SKUs from 80 manufacturers to over 8,000 franchisees across the country.

In a fragmented market, the ability to orchestrate operations efficiently across supply chain participants is a distinct competitive advantage. Therefore, streamlining operations across its growing network of franchisees, distributors, and manufacturers was a top priority for our client.

## SONATA SOLUTIONS

Sonata equipped the business operations of the client with an industry-ready platform that interconnected participants from across the ecosystem: franchisees, suppliers, and distributors. The platform provided the following features:

- **Centralized sales and customer information** tracking through Dynamics-365
- **Integrated Supply Chain module** with visibility into demand patterns and in-stock inventory to enable just-in-time replenishment of stock at franchisee stores.
- **Dynamic Price Management system** with the capability to update spare parts' prices in real-time.
- **Analytics and Decision Support systems** to provide better visibility into production plans, franchisee performance, and customer behavior.

With this combination of features, the organization was able to **optimize** distribution operations across its franchisee network and **streamline** its overall supply chain.

## RESULTS

**5%**

### HIGHER MARGINS

With dynamic pricing, better demand forecasts, and reduced inventory-hold costs

**20%**

### INCREASE IN EFFICIENCY

With real-time sales & inventory visibility & reduced accounting effort

**Reduction**

### IN OVERBOOKING

With real-time stock visibility during order placement