

HCLSoftware

 **DRYiCE** iControl

# Business flow observability solution for CPG

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**DRYiCE** AI & Intelligent  
Automation



# Understanding the CPG Industry Trends

- Consumer Packaged Goods (CPG) industry is witnessing a tipping point as its customer expectations are outpacing its product innovations. They have a diverse mix of consumer demographics and are more informed and connected than ever before.
- There is an eruption in personalized buying choices for their consumer, thus a much broader assortment to manage. All these are resulting in a diminishing return on traditional channels.
- To cater to these business trends, technology is evolving with digitization. CPG organizations must reinvent themselves into agile enterprises. Traditionally everything was managed through an internal centralized system with lots of inter dependent process which is very time consuming & leads to significant process breaks and delays.
- CPG enterprises require a holistic view of critical data and business processes across all these disparate systems to manage the business value chain.

## Key Industry Challenges

- Lack of real time observations for complex business process management
- Revenue impact and customer dissatisfaction due to delays in payment process
- Margin erosion due to high number of errors/revisions in order processing
- Lack of decision making data due to siloed communication from disparate systems not joined together
- No real-time observability data for operational decision-making
- Breaks in order fulfillment processes leading to shipping delays deterring customer from repeat purchase
- Operational failures eroding the margins
- Customer dissatisfaction and higher costs due to missed SLAs





# Value of DRYiCE™ iControl for CPG

**Our Vision - To empower our clients with seamless integration between their business processes and IT operations.**

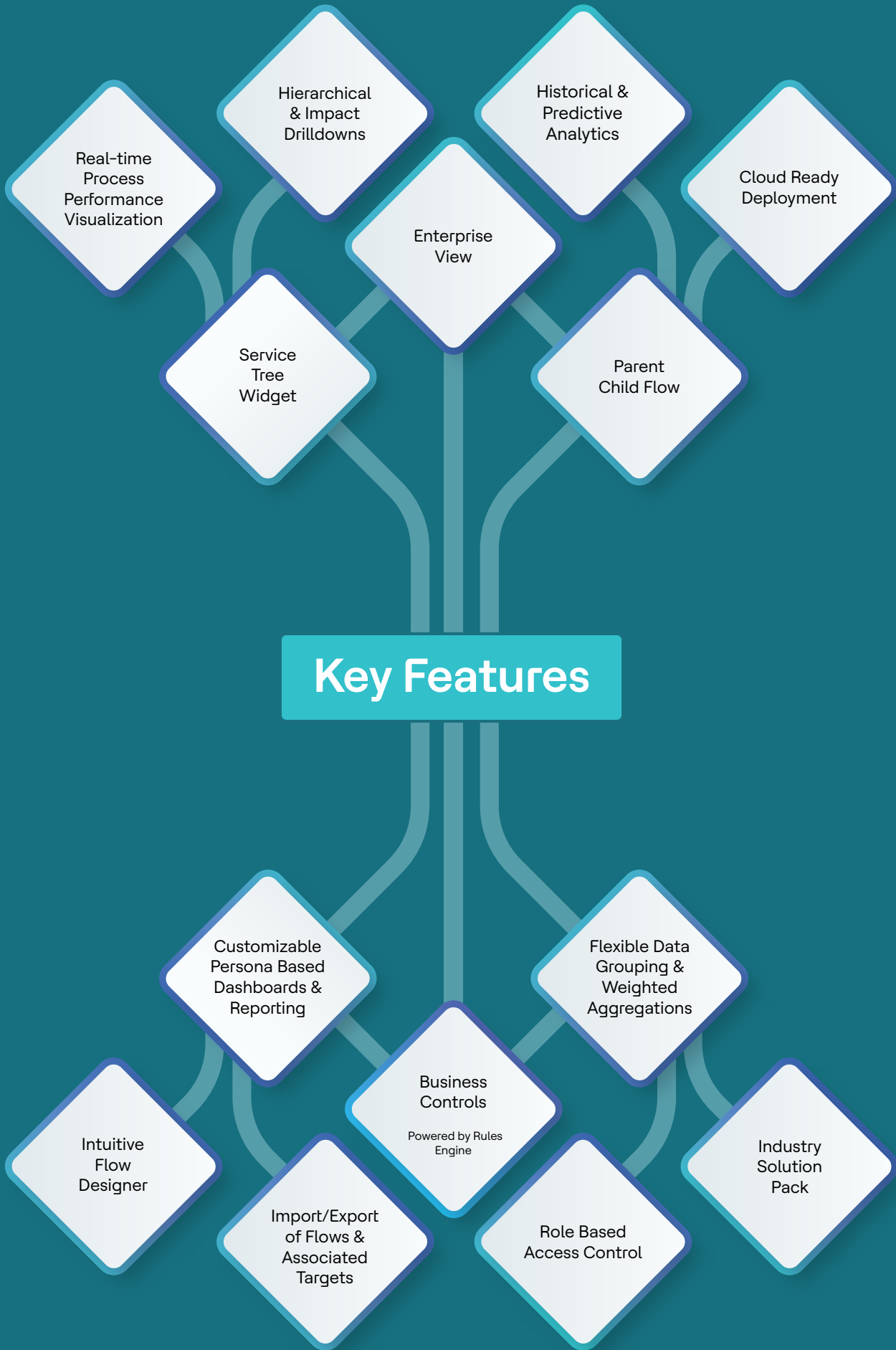
DRYiCE iControl (iControl), enabling the Enterprise Command Center, delivers real-time business flow observability solution for CPG, offering insight to leaders from CXOs down to the level of on-ground operations teams into business-relevant controls by creating meaningful views from both business and technology perspectives. It provides real-time visualization of the full set of business processes, their integrations and associated systems, providing business and technology operations a granular view into process capability against key performance indicators and defined service level agreements.

With iControl, organizations can go beyond the traditional monitoring of business processes and leverage next-gen observability to provide actionable intelligence to predict, prevent, and correct potential issues and performance bottlenecks.

It enables organizations to leverage the data for regulatory requirements and flag any potential non-compliance. It regulates the health of business processes with IT data, predicts and analyzes the business impact of any modifications made to the process, and recognizes the process enhancement opportunities.

iControl is embedded with industry process intelligence and is backed by decades of HCL's experience in delivering business process services to CPG enterprises. We have funneled decades of industry expertise gained while managing some of the industry's largest IT infrastructures into creating a product that provides an end-to-end view and actionable intelligence for forecasting and resolving possible risks.





Now available on  
Google Cloud Platform, Splunk Cloud and Splunk Enterprise

# Key Benefits

<b>01</b> Transparency in sales order and delivery	<b>02</b> Higher compliance to CPG business KPIs impacting brand performance & visibility	<b>03</b> Intelligent, real-time, and actionable insights	<b>04</b> Proactive alerts to prevent business process failures	<b>05</b> Improved customer experience
<b>06</b> Reduced inspection time and actionable impact assessment	<b>07</b> Faster root cause identification and closure	<b>08</b> Improved stability and MTTR (Mean Time to Response)	<b>09</b> Provide transparency on agreed performance statistics for both IT and business	<b>10</b> Meeting commercial obligations with partners



# Typical Industry Use Cases

## Transportational/Logistic cost reduction



Operational cost reduction

### iControl observes

- Timely goods driver availability and assignments
- Idle time of transportation resources (i.e. dwell times)
- Trailer capacity utilization
- Faster shipment order processing and transportation planning

## Vendor payment abnormalities



Operational cost reduction

### iControl learns

- Vendor-based summaries
- Discrepancies in quantity & amount in invoice and goods receipt
- Predictive leading indicators
- Vendor payment analysis
- Payment delays

## Procurement process delays



Supplier scheduling adherence

### iControl displays

- Adherence with Vendor/supplier scheduling agreements
- Stock quantity mismatch
- Order materials as per agreement or not
- Delay in loading alerts
- Error in assigning staging/production supply area
- Unusual behavior

## Order fulfilment discrepancy



Order management

### iControl presents

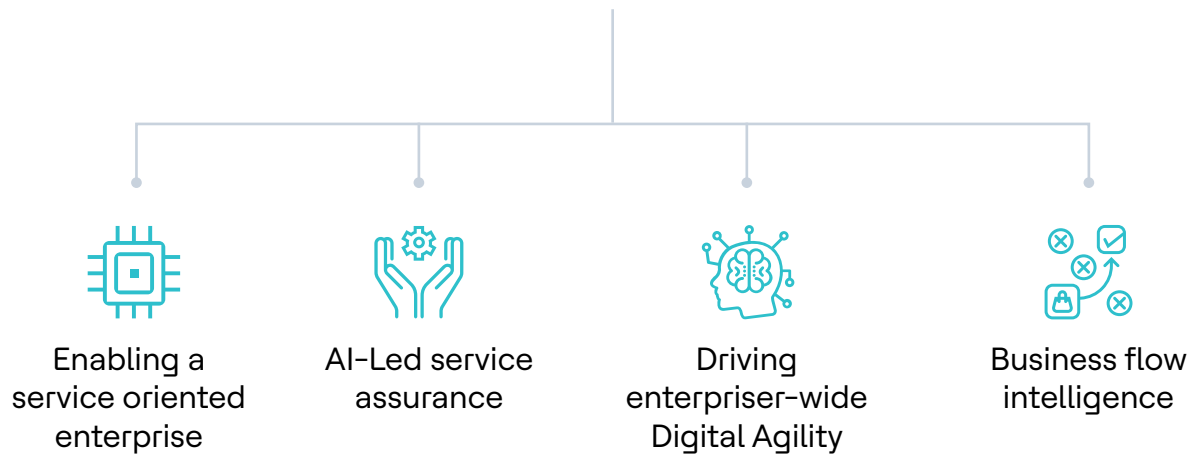
- Order information received and inventory updated on time
- Inventory allocation accuracy percentage
- Delay in Inventory updation on selling platforms
- Information mismatch on label or order details
- On time shipment and delivery analysis
- Shipping & tracking details notification error



# About DRYiCE

DRYiCE™ is HCLSoftware's foray into the world of AI and Intelligent Automation, focused on transforming and simplifying enterprise IT and business operations. Our exclusive products and platforms enable enterprises to operate in a leaner, faster, and cost-efficient manner while ensuring superior business outcomes.

## Our vision focuses on



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Visit our website at [dryice.ai](https://dryice.ai) or write to us at [rcpg.solutions@hcl.com](mailto:rcpg.solutions@hcl.com)

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