

# ICT ENABLED RE-ENGINEERED LOGISTICS SYSTEM



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## BUSINESS PROCESS REENGINEERING

REENGINEERING IS THE  
**FUNDAMENTAL** RETHINKING  
 AND  
**RADICAL** REDESIGN  
 OF  
**BUSINESS PROCESSES**  
 TO ACHIEVE **DRAMATIC** IMPROVEMENTS  
 IN  
 CRITICAL CONTEMPORARY MEASURES OF  
 PERFORMANCE SUCH AS  
**QUALITY, COST, SERVICE AND SPEED**

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## WHY BPR ?

New Fertiliser Pricing Policy  
 Freight Economy  
 Prepare / Plan for Full Decontrol  
 Rs.100 reduction in Urea freight  
 Improve Bottom Line  
 Any reduction in expenditure is direct contribution to bottom line  
 Improve Service Level to Customer  
 Substantially improve arrival condition of bags  
 Interface between Logistics / Finance / IT  
 So that Logistics personnel can concentrate his own areas of concern  
 like logistics / distribution  
 Speed of Delivery / Reduce Lead Time  
 Predictable arrival - Within 24 hrs  
 Evolve method of transportation to feed dealers up to 250-300 km from  
 factory faster by alternative means.  
 Assurance and certainty in supplies

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## METHODOLOGY

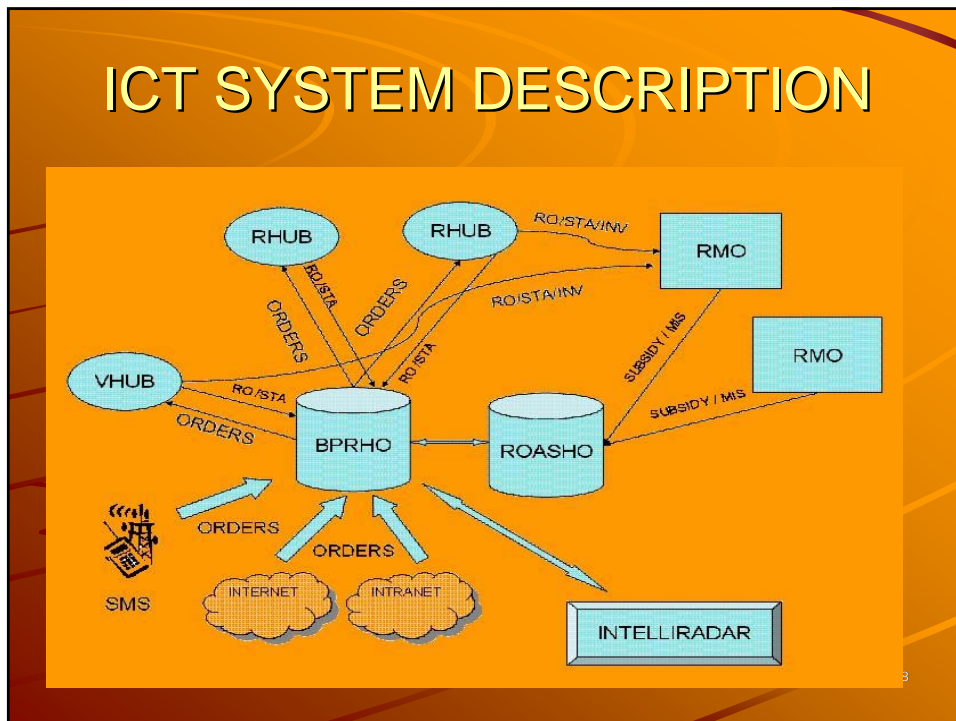
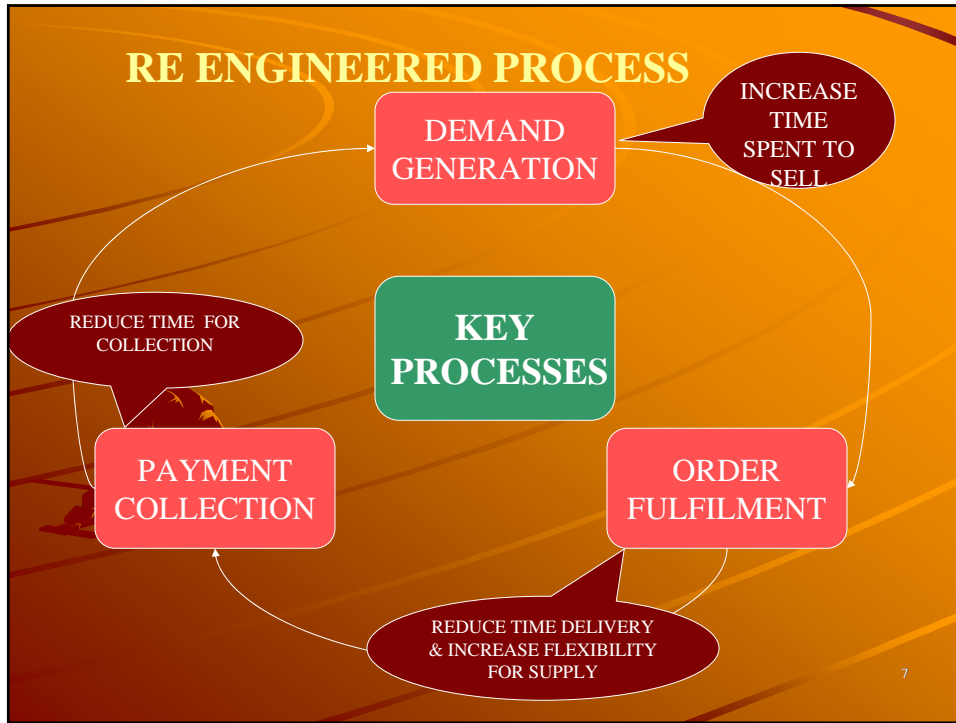
- ✦ Education
- ✦ Selection of CFT
- ✦ As-is process mapping
- ✦ Field visits to understand customer expectations
- ✦ Set goals consistent with customer expectations and organisation's needs
- ✦ Redesign the process to deliver the goals
- ✦ Master plan for implementation
- ✦ Get the necessary resources
- ✦ Pilot implementation
- ✦ Full roll-out

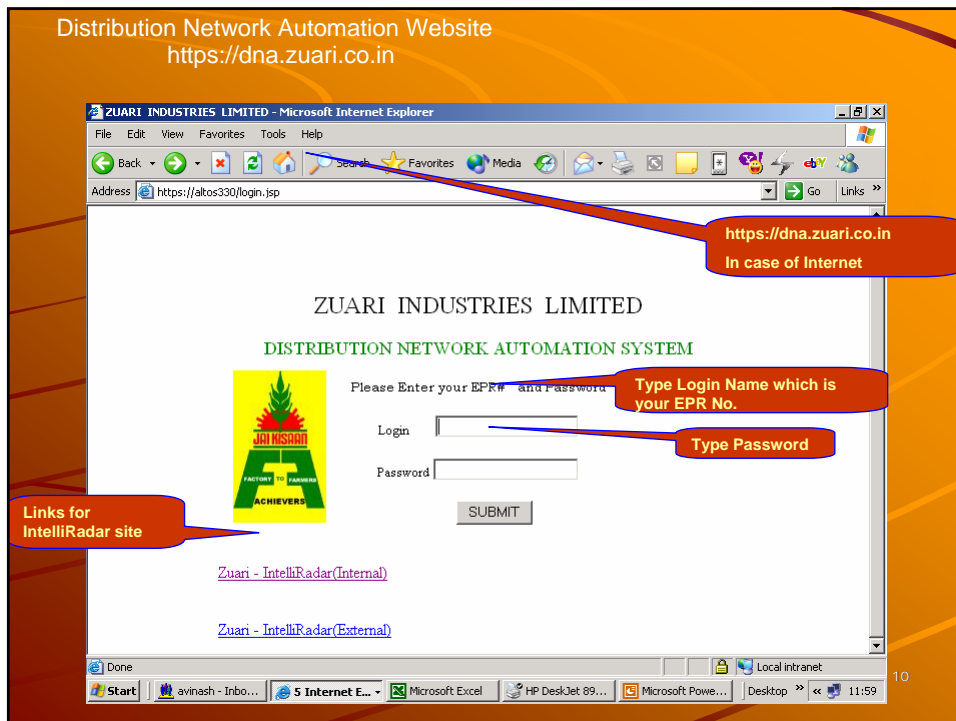
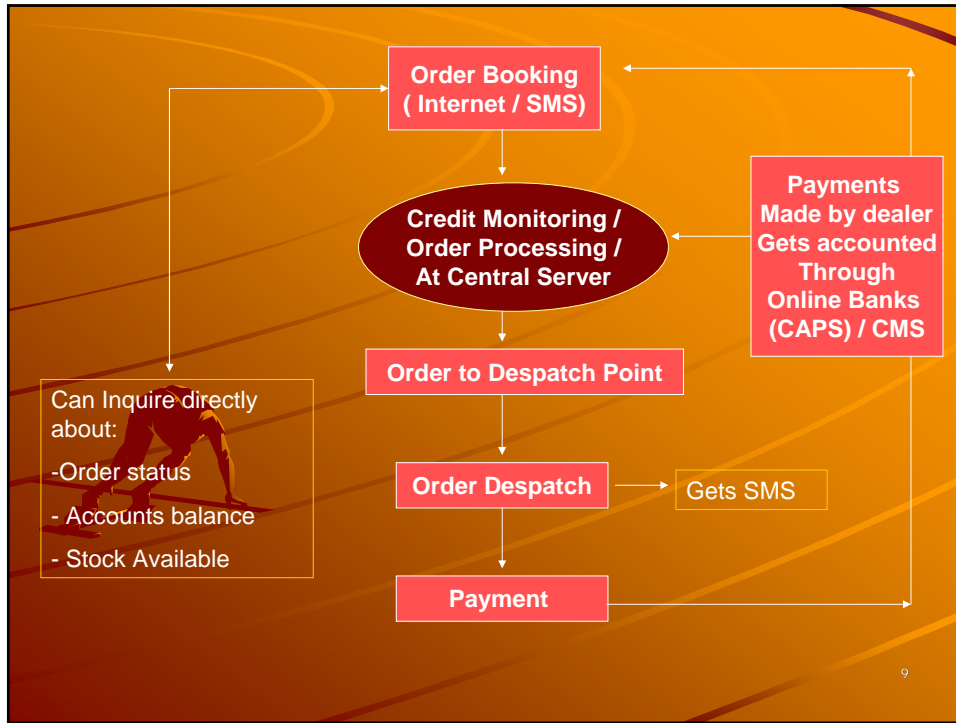
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## Sample Findings from As-Is Mapping

Activity	No of Steps	No. of people	No. of Hand offs	Variations	Value adding Steps
Sales planning	8	6	7	8	2
Order booking	6	4	2	7	2

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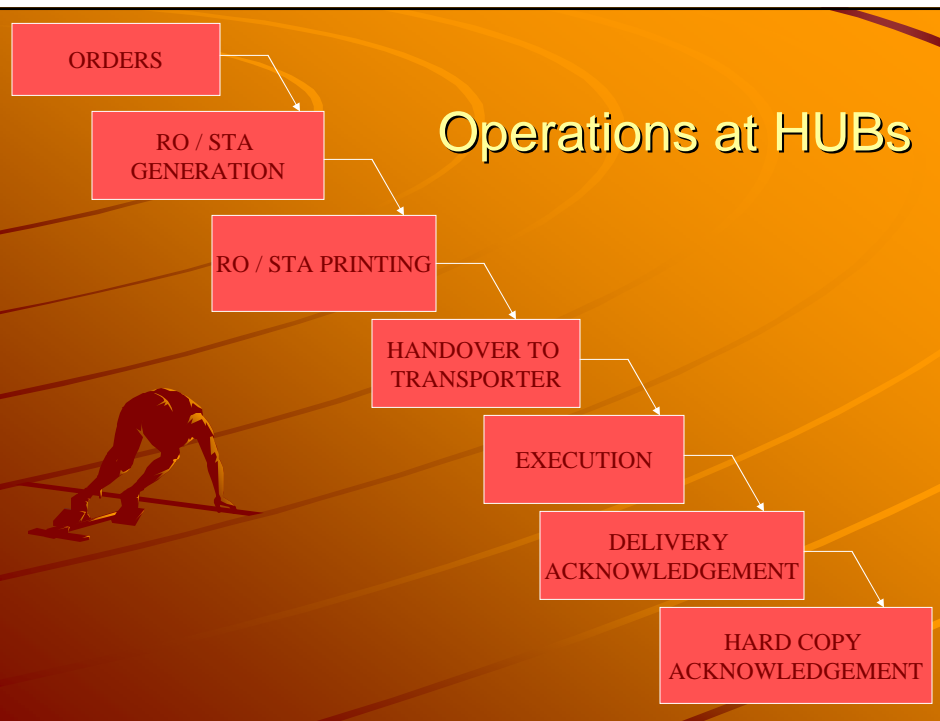
## ROLE BASED ACCESS

Different **Levels** in the System and **Access Rights** are given depending upon the Role performed.

- Marketing Officer
- Supervisor
- Regional Head
- Regional Logistics
- S&D HO
- Sales HO
- H & T Partner

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## Operations at HUBs



## Benefits of Redesign

### Business Role

- Focus on Cash sale
- Fast realization of money / multiple rotation
- Optimization of Freight Cost by maximizing dispatches through L1 Model
- Reduction in inventory carrying cost
- Release of working capital (cash flow) blocked in credit / stock
- Combining fragmented processes at most natural place there by optimizing Manpower

### Employee Role

- Uni-functional to multi-functional
- Task oriented to Process oriented
- Accountability / Responsibility –Productivity

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## Course for further action

Opening web access to to dealers

CRM - Access to Customers

Consolidation with Centralised Information System to support the decentralised Business Processes.

*" It's not enough to run a cost-saving, well-aligned IT group anymore. This year's CIOs have to build platforms that can make their companies flexible, frictionless, flat and able to use technology to increase revenue as well as keep the infrastructure running "*

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