



CASE STUDY

Core Stocky and Stocky Console Implementation



Botree Software's Core Stocky and Stocky Console Implementation benefits Henkel's Downstream Supply Chain Management

SUMMARY: COMPANY PROFILE	
BSIPL (Botree Software International Private Limited)	
Corporate headquarters	Chennai, India
Local office address	Chateau D' Ampa, 37, Nelson Manickam Road, Aminjikarai, Chennai - 600 029, India
Products	Stocky Console, Core Stocky
URL	www.botree.co.in



Botree Software, more popularly known as BSIPL (Botree Software International Private Limited), is the pioneer and market leader for downstream Supply Chain Management in India.



Botree's strategic offering in the form of Core Stocky and Stocky Console provides automated operations for the secondary market in the downstream supply chain. This makes for foolproof and transparent operations between the corporate, distributor, and the retailer.

CASE STUDY

Core Stocky and Stocky Console Combo Supply Chain Management

Henkel India, one of Botree's Satisfied Customers

Henkel operates worldwide in three business areas: Laundry & Home Care, Cosmetics/Toiletries and Adhesive Technologies. Founded in 1876, Henkel is one of the top players both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite.

Henkel India Ltd., established in 1987 is a subsidiary of Henkel AG & Co. KGaA, Germany. Headquartered for Indian operations at Chennai, Henkel India Ltd., operates in business areas of Laundry, Home Care, Cosmetics, Toiletries and Hair Care. It comprises national and international brands such as Pril, Henko, Fa, Margo, Mr. White, Chek, Bref, Igora Royal, BC Bonacure, Strait Therapy, Glatt & Natural Styling and Osis.

This case study describes:

- Henkel's need for an enhanced workflow
- Solution approach
- Process and benefits from Botree's product implementation

The Need to Move from Good to Better

As an already successful organization, Henkel had invested in several in-house automation processes, SAP implementations, and business analysis tools, to achieve smooth-running operations whether it be regular transactions, or periodic analysis of data.

Like any other progressive company, Henkel too observed that there were certain improvement areas in their business operations. The decisions taken at the corporate level on the basis of certain assumptions and market trends were not congruent with the actual data received from the market. This was because business operations at the primary market did not match with operations at the secondary market.

Henkel realized that, to be decisive in the market, it was important to understand the secondary market better. In other words, Henkel realized that the data about the transactions between the distributor and the retailer would indirectly help in taking better control of its primary market.

When such an invasive exercise was attempted, it was found that data about the real-time updates from the secondary market was not available. This revelation posed a potential roadblock to the progress, and transparency of the company's operations.

To plug the drawback, Henkel's sales team began gathering data from the distributors; collating them into suitable form; performing monthly analysis; and then taking appropriate corrective steps. On one hand, this approach turned out to be a useful exercise from the corporate point of view. On the other, however, it was also observed that the most productive time and effort of the sales team was being channelized towards support activities, with lesser bandwidth available towards actual sales.

Core Stocky and Stocky Console Combo Supply Chain Management

This was when Henkel began experiencing a need for a utility, or a management tool that helps monitor, streamline, and consolidate the sales process between the primary, secondary and tertiary markets, and alongside, get rid of the overhead on the sales team.

Picking a Good Solution with Long-term Interest in View

Having experienced a need for bridging the gap between perceptions and reality amidst the primary, secondary and tertiary markets, Henkel lost no time in looking for solutions.

Henkel had an option to pick from either of the following approaches:

- Develop in-house utilities for portfolio management.
- Customize an existing tool from one of Henkel's facilities in India to cater to the requirements.

Observe that, the need to deploy a compatible tool within India instead of all other Henkel's global offices was because the Indian market relies heavily on the fragmented market unlike other facilities outside India.

- Pick and plug in, a readily available tool that aligns closest with the requirements.

Although developing an in-house solution was ruled out earlier in the run, considerable time was spent in identifying an in-house tool that had customizable features, in line with requirements on hand, at Henkel India.

Over time, it was realized that, to alleviate the challenges on hand, it was important to invest in a tool that was a ready business fit, and yet commercially viable, in a market like India.

To achieve a good business fit, it was important to first identify and capture the actual operations up to the most practical granularity. Likewise, keeping in view the long-term benefits, Henkel was open enough not to let the commercials take an upper hand in the decision-making. Yet, it was important to pick a tool that satisfied these two most important criteria.

"The aspect that went in favor of Botree was that their implementation was almost close to our requirements. Their solution was almost ready-for-use"

- Abhijit Dey, Head – Information Technology, Henkel India Ltd.

Core Stocky and Stocky Console Combo Supply Chain Management

Botree's Core Stocky-Stocky Console Implementation

The Core Stocky-Stocky Console Implementation consists of a Stocky Console installed at the corporate, and Core Stocky Implementation at each of the distributors.

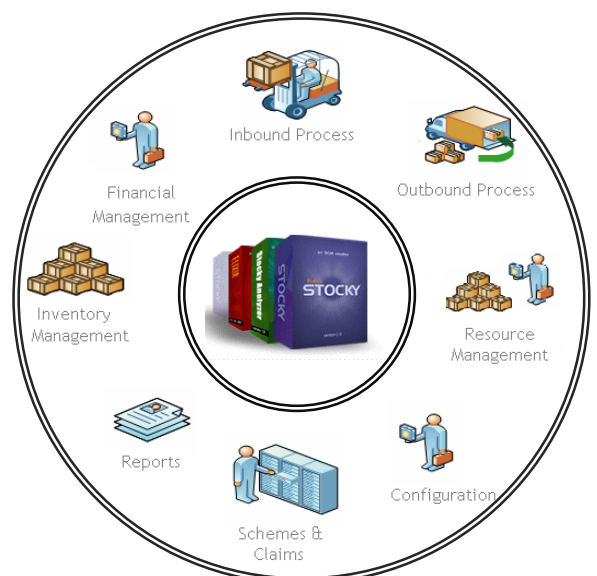
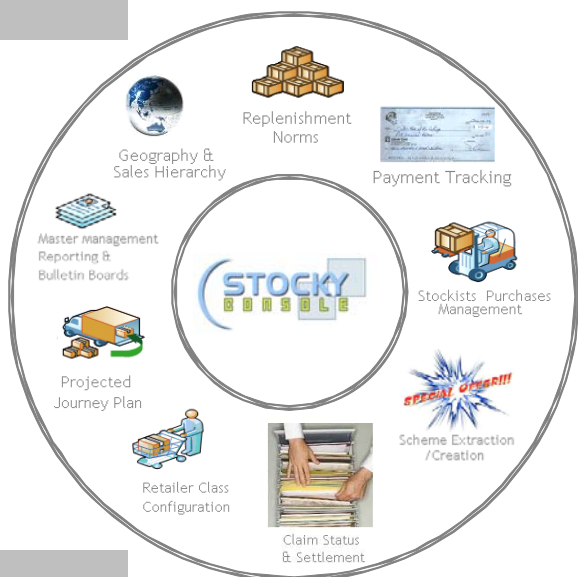
After the pre-sales stage with Henkel, the Project Management Group (PMG) of Botree took over the responsibility of the Core Stocky Stocky Console Implementation along with Henkel's project team. The steps involved were as follows:

1. A gap analysis was made, and the learning from it was presented to Henkel in the form of a Gap Analysis Document within five working days. This document captured the differences between Henkel's SCM requirements, and how the Botree solution could make a difference.

2. A 7-member team of Botree developed, tested, and delivered the Supply Chain Solution to Henkel within a duration of three months.

Note that, internal challenges such as customizing the training for better application understanding, tailoring the flat file format for information gathered from ERP were seamlessly handled, thanks to the collaboration between Botree and Henkel.

3. After the User Acceptance Phase, an immediate support to Henkel was provided by Botree in the form of Application support.



Core Stocky and Stocky Console Combo Supply Chain Management

4. About six pilot implementations at the distributors' sites across various locations in India were implemented first. Real-time challenges in terms of pricing and scheme-related customizations were made.
5. In collaboration with Henkel, Botree made a plan for implementing the Core Stocky application at Henkel's distributor sites. Botree prepared a pre-implementation check list to ensure smooth operations. With Henkel's confirmation, Botree deployed about 20 implementers across India.
6. A long-term support in the form of a Customer Support Call Center was also provided to Henkel. Today, the solution has been deployed in nearly 320 distributor sites, and number is expected to rise.

When Henkel wanted to get better control of the primary market by obtaining real-time updates of transactional data from the secondary market, it was important to get the buy-in of the Core Stocky_Stocky Console Solution both by Henkel, and Henkel's distributors.

Considering that the distributors were not always as technology savvy, the fact that Botree's Solution provided a simple, speedy, and user-friendly user interface with a structured layout, made it easy for Henkel to encourage their distributors to use Botree's solution. In addition, Botree's solution provided the much needed feature-rich implementation that provided convenience of automation for report generation, inventory maintenance, and tax computations.

While Henkel clearly saw a value in terms of data transparency across both primary and secondary sales, the benefit from the distributors' point of view was clearly, the fact that Botree's Implementation was completely automated, thereby reducing their time towards book keeping.

“What tilted the decision in Botree's favor was that the software architecture was not only transparent, it gave us the freedom to handle the software independently after we were comfortable...”

- Abhijit Dey, Head – Information Technology, Henkel India Ltd.

Core Stocky and Stocky Console Combo Supply Chain Management

Botree goes the Extra Mile in Stabilizing Henkel's Business

The transparency of the data, reporting, and transactions, helped clear some not-so-efficient, old, manual, and semi-automated processes that were being followed for years. The Botree Implementation helped streamline several processes at Henkel, and reduce the time and effort that was earlier being practiced.

Botree's after-sales support in terms of involvement towards reaching out to all of Henkel's distributors, ensured 360° participation from all stakeholders, including members from within Henkel to learn, manage, and control every operation the implementation of the solution.

An 80% of time saved for the Sales & Corporate Teams

Although the Core Stocky-Stocky Console Implementation is an IT solution, from a business operations perspective, it was a 'Sales Project' for Henkel. Considering that a lot of effort of the sales team was being utilized towards touch time with distributors; gathering real-time sales info from them; collating and analyzing the data; sharing with the corporate team, and such, Botree's solution contributed significantly in terms of saving at least 80% of overhead and time for the Henkel sales team.

"What was striking about Botree's solution was that it was built with a certain target audience in mind—an audience that doesn't require a high proficiency of computer usage, or the English language..."

- Abhijit Dey, Head – Information Technology, Henkel India Ltd.

Product Training from Botree Gets Rid of Fear from Distributors' Minds

As much as Botree's Core Stocky-Stocky Console Implementation had a very friendly user interface, the after-sales training from Botree was found to be very useful in more ways than one.

Besides providing a validation to understanding of Botree's Implementation, the hands-on support to Henkel's distributors at their premises from Botree helped in getting rid of the fear of using the tool. Keeping in mind the Indian market, and the reluctance of the distributors to accept a technology-driven, automated process, this training helped develop faith in Henkel's distributors towards relying on a transparent, foolproof reliable tool.

CASE STUDY
Core Stocky and Stocky Console Combo
Supply Chain Management

**Introduce transparency and automation in
the Downstream Supply Chain.**

Contact Botree at: contactus@botree.co.in



Corporate Office & Development Centre
Chateau D' Ampa, 37, Nelson Manickam Road,
Aminjikai, Chennai - 600 029
India

Phone: +91-044-23741591
Fax: +91-044-23740899
