

Defining the Digital Solution that will Optimize the CRM and SRM Processes of a Leader in Rail Transport

PRACTICE

Supply Chain

SECTOR

Capital Goods

MISSION DURATION

3 Months



Our client, a leader in rail transportation equipment, has a large number of sites using varied information systems associated with digitalization initiatives.

KEPLER supports its client in defining a digital solution that allows the optimization of its CRM and SRM processes.

Context

- More than 100 sites around the world, spread over 5 Business Units, with very diverse sizes (5 to 500 people)
- Varied maturity around the use of digital tools
- Numerous local uncoordinated digitalization initiatives, mainly related to parts traceability issues
- Different and complex tools used to manage customer, supplier and intercontinental information flows

Objective(s)

Improve Responsiveness
and Secure Availability

- Define functional standards and build the digital roadmap

Methodology

1 Mapping Information Flows

- Information flow description from planning to delivery
- Inventory of the used tools to process the flows

2 Needs Analysis

- Entities segmentation according to their operational specificities (businesses, sizes,...)
- Functional analysis for each identified segment

3 Operating Modes Identification

- Inventory of the used operating methods
- Identification and qualification of gaps between segments

4 Target Definition

- Target development, operation by segment and by process
- Main function vs optional function variation

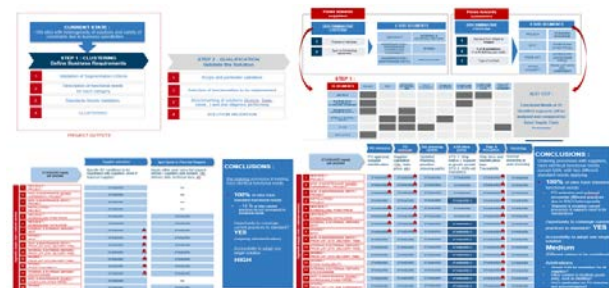
5 Functional Gap Analysis

- Coverage Analysis of existing tools compared to the listed functions, price spreads detailed
- Search for alternatives / add-ons to reach target

Levers and Tools

- Internal and Customer Survey
- Benchmarking
- Sourcing of Solutions

Functional Requirements Synthesis





Deployment of RFID

Technology to automate ASN



Reshaping of the Used SRM Tool to integrate quality, sourcing and engineering

In a very diversified Supply Chain environment, with different trades, setups, organizations, and maturity levels, going back to the functional need allows an analysis of feasibility and an assessment of the relevance to deploy common digital tools.

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