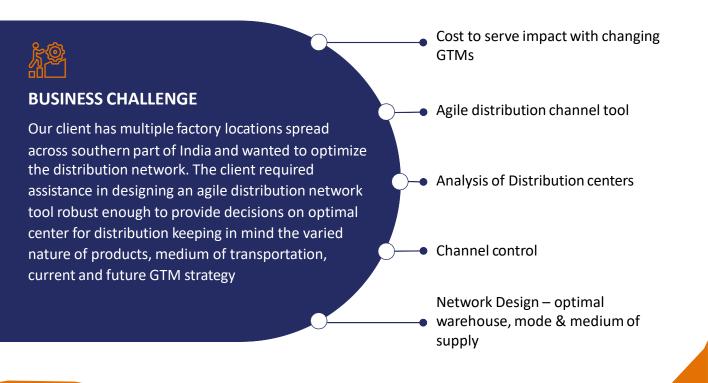


CASE STUDY

Distribution Footprint Optimisation For Healthcare Company

ABOUT THE CLIENT

Our client is a private equity-backed global medical devices company. The client manufactures and sells a broad range of medical devices and consumable products including wound closure products, minimally invasive products like endo surgery and arthroscopy consumables, and urology products



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AS-IS Mapping

- Development of an 'AS-IS' questionnaire & data templates
- Retrieve historical data on
 - Route to market model, ship-to addresses,
 - Origins of shipments, carriers used, and costs
 - Warehouse data size, capacity, fixed/variable costs, etc.
- Data check in terms of consistency, completeness and quality
- Align with process owner on the understanding and data completeness

Design and Testing

- Chart out the various scenarios of distribution
 - Factories to its distribution centers (1st leg, fixed delivery cost),
 - Between distribution centers, and
 - From distribution centers to end customers (2nd leg, distance-based costs)
- Mapping of demand, frequency of orders and quantity, service levels
- Design the TOOL with current footprint/ volumes and setting up parameters (FTL/PTL/Costs/ truck capacity/ constraints) to test scenarios
- Extend the TOOL for all the scenarios using metrics like Estimated lead time (ELT) by products and orders, Number of vehicles used for transportation, Vehicle utilization rates
- Evaluate the distribution network in terms of footprint, operational costs & logistics performance

Robustness of the distribution tool

- Re-run the scenarios in the TOOL along with process owner's requirements and GTM
- Assess the impact of changing the business parameters on the operational costs & logistics performance
- · Calibration of simulation model with real-life figures
- Develop step by step process on "HOW TO USE" the tool including assumptions, input parameters etc.,
- Sign off from the process owner on the robustness and agility of the TOOL



EXPERIENCE | CLARITY | FOCUS



BUSINESS IMPACT & VALUE CREATION

Distribution Optimization



Distribution tool that supported decision making by evaluating cost to serve and impact on service

Illustration of existing and potential future network design

Scenario generation and evaluation based on user defined parameters and interdependent variables

Center of gravity analysis based on volume and distance from point of distribution

Potential to build on existing tool and scale to meet business complexities

ABOUT US

Headquartered in Gurgaon, Valueonshore Advisors is a specialized professional service firm managed by the Big 4 alumni and industry executives. Our portfolio includes multi-billion-dollar companies, mid-cap public, and pre-IPO companies that range from late stage to early stage. We are a trusted, preferred partner for various multinational and Indian clients who engage us for our functional expertise, industry knowledge, and for our objective solutions for complex problems. If you need any further information on our services, please contact us:

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