

How Our Solution Helped Improve Operational Excellence and Profitability of One of the World's Largest Watch and Jewellery Brands.



Customer Intro

The client is the world's fifth-largest integrated, own-brand watch manufacturer. Over the last three decades, the client has expanded into under-penetrated markets and created lifestyle brands across different product categories. The company is widely known for transforming the watch and jewellery industry in India and for shaping India's retail market by pioneering experiential retail.

Problem Statement

The sourcing activities of precious stones and materials were being done manually using Microsoft Excel and Emails, which led to manual errors.

There was a lack of transparency with the data residing with only select members of the sourcing team.

The decision-making was based on heuristics and not data-driven.

There was the meagre end-to-end track of precious stones for audit purposes and Manual justification for various transactions.

Solution

We created an automated approval process and a full-fledged end-to-end system, thus eliminating the manual process. We helped create a new Quality Control process with an approval system and developed a virtual Kanban for vendors. We automated rate computation by integrating the XE currency site. We created end-to-end tracking of demand to consumption to address audit queries, thus bringing transparency.

By using clear coding logic for small diamonds and solitaire, we were able to integrate the Oracle advance-sourcing module to pick the best stone based on price, design parameters (like color, size, quality, etc.), availability based on multiple combinations (like on-hand inventory, pairing logic, vendor Kanban, etc.)

Results & Benefits

The end-to-end solution offered by the Doyensys team helped eliminate all manual activities, improved turnaround time in meeting demand & supply, visibility on the real-time inventory, brought in system and automation with proper approvals and clearly addressed the audit observation. This helped cut down the cost to the company significantly by boosting the profits.

