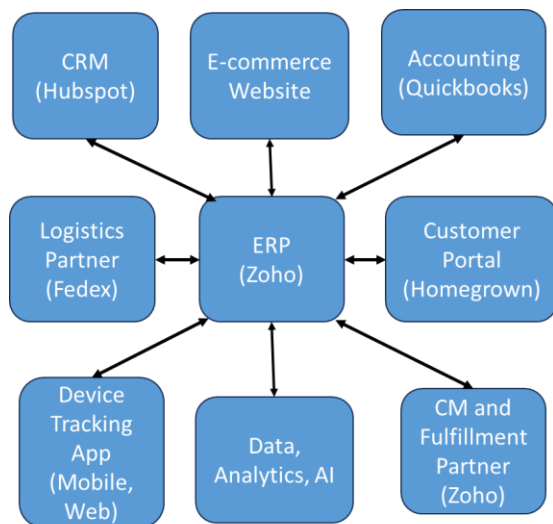


Supply Chain Business and Systems Transformation at leading Cold Chain Manufacturing and Logistics company

*How an industry leader achieved **fully automated end-to-end processes** with minimal human intervention, ensuring seamless operations, **compliance in Order Fulfilment**, and improved **Customer Satisfaction**.*

Scenario: A leading Silicon Valley-based Cold Chain Manufacturing and Logistics company sought to implement an ERP and CRM system, integrating it with IT platforms like Zoho, HubSpot, QuickBooks, and various third-party software to automate order fulfillment and procurement processes.



Solution:

-Business process flows were designed for order fulfillment and purchase orders, enabling efficient and streamlined operations.

-The Zoho ERP system was implemented to manage purchase orders, sales orders, item master data, inventory management, and demand-supply planning.

- HubSpot CRM was deployed to handle customer database management, deals, prospecting, and account management.

- Integration between Zoho, HubSpot, QuickBooks Online (QBO), the fulfillment partner portal, and device tracking software created ensured seamless data flow and automated order fulfillment.

Results:

- Complete automated E2E processes with zero to minimum human intervention
- 100% achievement in SLAs for Order Fulfilment
- 50% efficiency improvement in Procure to Pay process