

## CASE STUDY: Operational Visibility

# Implementing Control Tower

The retail company's e-commerce business saw sustained high volumes of orders, creating significant operational strain on its warehouse and transport operations. The third-party logistics (3PL) service provider faced difficulties in managing these growing demands due to a lack of visibility in their operations, leading to inefficiencies and delays. This hindered the provider's ability to scale operations

In 2024, Oraculi & Dux was commissioned to Implement Control Tower for real time visibility of operations and consequent benefits.

### THE CHALLENGE

The lack of visibility into key data such as inventory levels, order fulfilment, transport status, and warehouse performance was seriously impeding operations. This created significant obstacles in decision-making, resource allocation, and overall operational scalability.

Product returns were high and customer complaints were on the rise. Rework at the warehouse was also having an impact on cost.

Control over the transportation operations was weak due to lack of visibility and consequent loss of control, which also was impacting the cost.

### Challenges

- Lack of Visibility in Warehouse Ops
- Ineffective Transport Operations
- Scaling Challenges

### Key Components of the Solution

- Control Tower
- Custom Dashboards
- Telematics Integration

### Customer Benefit

- Real-time inventory tracking/Dynamic workforce management.
- Automated alerts
- Integrated telematics
- Proactive scheduling and resource allocation.
- Data-driven decision-making
- Improved Visibility and Control
- Operational Efficiency Gains
- Scalable Operations.
- Cost Reduction

## OUR SOLUTION

Issue	Impact
<b>Lack of Visibility in Warehouse Ops</b>	Inefficiencies, delays, and errors in inventory management and order fulfilment.
<b>Ineffective Transport Operations</b>	Delivery delays, bottlenecks, and underutilization of fleet resources, high returns and poor SLA
<b>Scaling Challenges</b>	Difficulty in handling increased order volumes without compromising service quality.

## Action Taken

Area	Action
<b>Warehouse Operations</b>	Real-time inventory tracking and dynamic workforce management. Automated alerts for stock-outs and delays.
<b>Transport Operations</b>	Integrated telematics for fleet tracking and route optimization. Proactive scheduling and resource allocation.
<b>Scalability and Efficiency</b>	Data-driven decision-making to optimize processes and better manage resources for scaling operations.

## CUSTOMER BENEFITS

The implementation of Oraculi & Dux's customized control tower, dashboards, and telematics brought about substantial improvements across both warehouse and transport operations. Key benefits included.

- **Improved Visibility and Control.** The real-time dashboards provided end-to-end visibility, enabling the 3PL provider to track and monitor operations more efficiently.
- **Operational Efficiency Gains.** Warehouse operations became streamlined with better inventory tracking, while transport operations were optimized with telematics-driven insights.
- **Scalable Operations.** The service provider could effectively handle increased volumes by proactively managing inventory and transportation, ensuring timely deliveries without sacrificing service quality.
- **Cost Reduction.** Optimized route planning and better resource utilization led to lower operational costs, including fuel savings and reduced delays.

## Key Success

- Complete visibility of Warehouse and transport operations
- Warehouse operations
  - Productivity improvement by 15-18 %
  - Manpower optimised by 8%
  - Real time identification and resolution 100%
  - System controlled expiry management replaced manual means
  - Dock management improved
- Transport operations
  - Utilisation improved by 15%
  - Vehicle turn around improved by 22%
  - Returns and damages reduced by over 20%
- Telematics available for transport operations and cost analysis



This show cases the power of integrated technology solutions in transforming logistics operations and supporting business growth.