

Distribution management solution (DMS) vendor benchmarking

Client

Leading beauty retailer.

Business Situation

Emergence of new online customer order fulfillment models and disjoint supply chain disrupting the operational business flow, leading to reduced sales and lower margins for the end client.

Benefits and Outcomes of Our Engagement

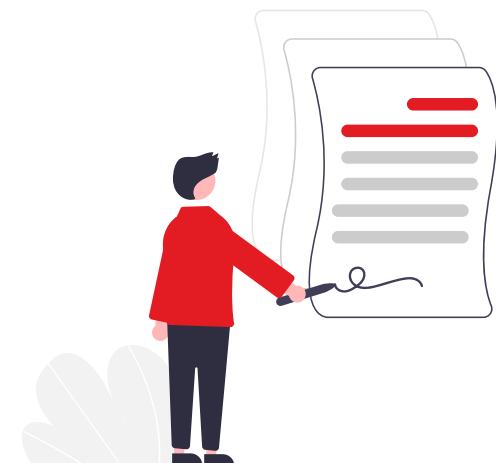
- Recommended DMS implementation for warehouse/supply chain optimization.
- We assisted end client to identify top 5 best-fit solutions from the list of identified vendors present in the market.
- Provided insights on vendor capabilities through detailed benchmarking of their key functionalities for easy selection by the client.

Engagement

DMS vendor selection to optimize client's warehouse and distribution operations.

SGA Approach

- Conducted extensive desk research on the CPG market w.r.t. products, store formats, online/offline presence, operations, technology, competition, etc. vis-à-vis the client.
- Performed gap analysis to identify distribution management as a key improvement area for the client.
- Identified basic vendor selection criteria and rated 20 vendors to arrive at top 5 solution providers.
- Conducted in-depth research on vendor capabilities and qualitative interviews with 10+ executives from the vendor side to benchmark them on the exhaustive list of identified features/ functionalities.
- Validated vendor capabilities (such as IoT integration, campaign management, personalization, etc.) based on market knowledge and primary insights from DMS vendors' existing customers.



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