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# Mahindra USA's Supply Chain Transformation Leveraging SAP IBP

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# About the Speakers

## **Dharmesh J. Shah**

- Director, Digital Transformation, Mahindra USA
- A senior digital services and IT professional with progressive successes in delivering digital solutions in diverse and fast-paced regional and global environments. I have led multiple digital transformation initiatives aligned with company's business goals to increase top & bottom lines, customer satisfaction and efficiencies

# About MahindraUSA

In 1994, Mahindra USA was formed in Tomball, Texas, expanding M&M's global reach to a key market. Completing 25 years in North America! Success Story!

- World's #1 selling farm tractor
- #3 in market share in 0<120 PTO HP in North America
- 550+ strong dealer network
- High customer satisfaction (~90%), and Industry-leading customer loyalty (98%)
- Class-A Corporate facility in Houston
- Serves the market with 8 Distribution Centers



# About Bristlecone

Premier Supply Chain advisory firm enabling digitally connected and anti-fragile Supply Chains

## WHO WE ARE

### FOUNDATION & PHILOSOPHY

Founded in 1998 to help business maximise the strategic value of their supply chains leveraging enterprise software

### GROUP

Part of the US \$ 19 billion Mahindra Group



## WHERE WE ARE

### HEADQUARTER

Silicon Valley, California

### GLOBAL PRESENCE

United States | Canada | United Kingdom  
| Switzerland | Germany | India |  
Malaysia | Singapore | UAE



## WHOM WE SERVE

### INDUSTRIES

High-Tech and Semiconductor Consumer Goods |  
Chemical and Pharmaceutical | Automotive |  
Logistics and Transformation Discrete Manufacturing



## WHAT WE OFFER

### 2000+ SUPPLY CHAIN PROFESSIONALS ACROSS

Extended Supply Chain | Integrated Sourcing and  
procurement | Integration | Cloud and Analytics  
| Mobility | Managed Services

**100**



Accelerators & Solutions

**300**



Global Customers

**18**



Industry Verticals

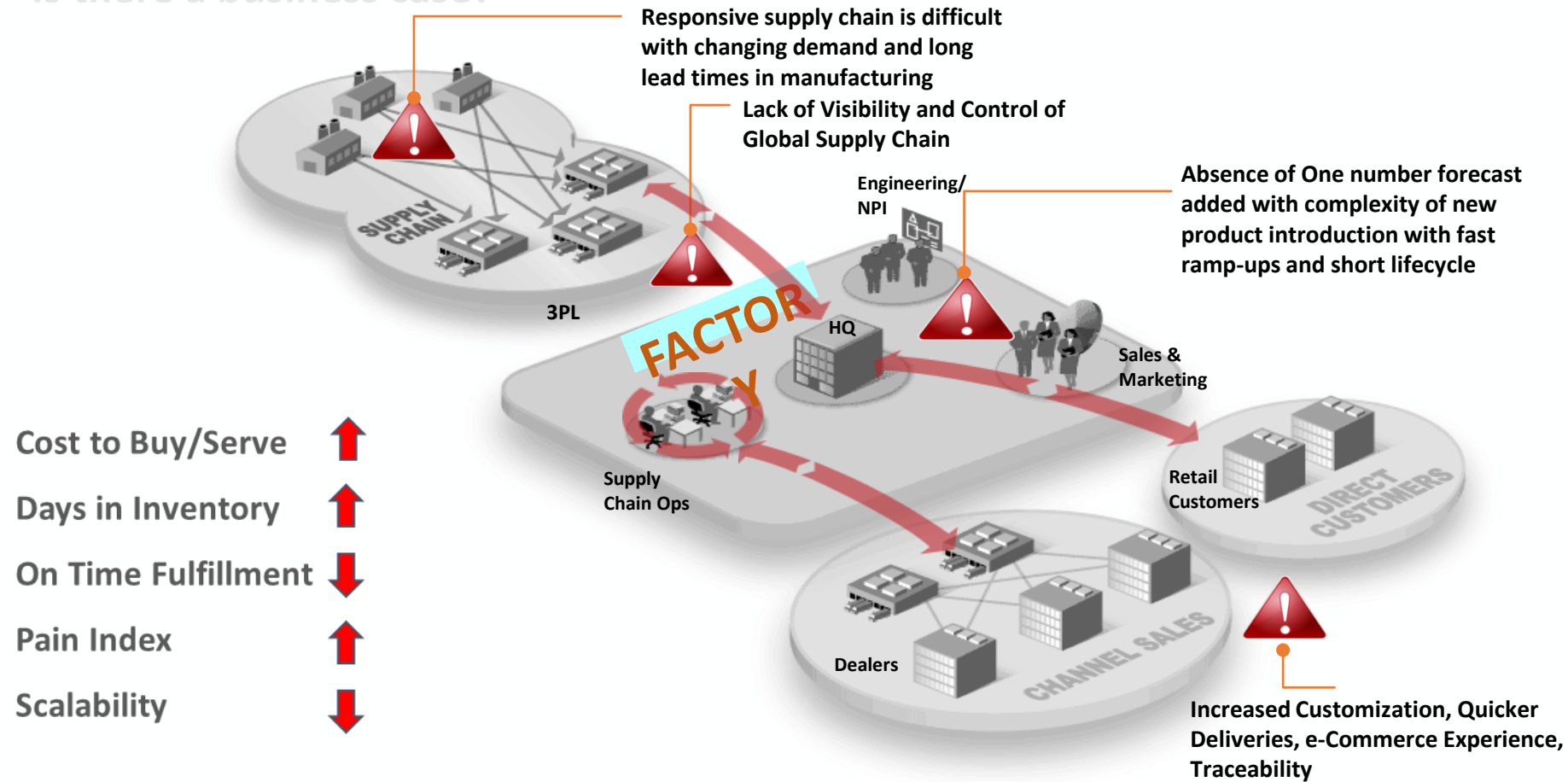
Rated Highly across parameters by

**Gartner**

- Platform Agnostic Supply Chain Service provider
- Expertise across Multiple Industries

# Digital Supply Chain Transformation

Is there a business case?



- Cost to Buy/Serve ↑
- Days in Inventory ↑
- On Time Fulfillment ↓
- Pain Index ↑
- Scalability ↓

# SCM Transformation – Why?

Key Drivers supporting Mahindra's Transformation Journey

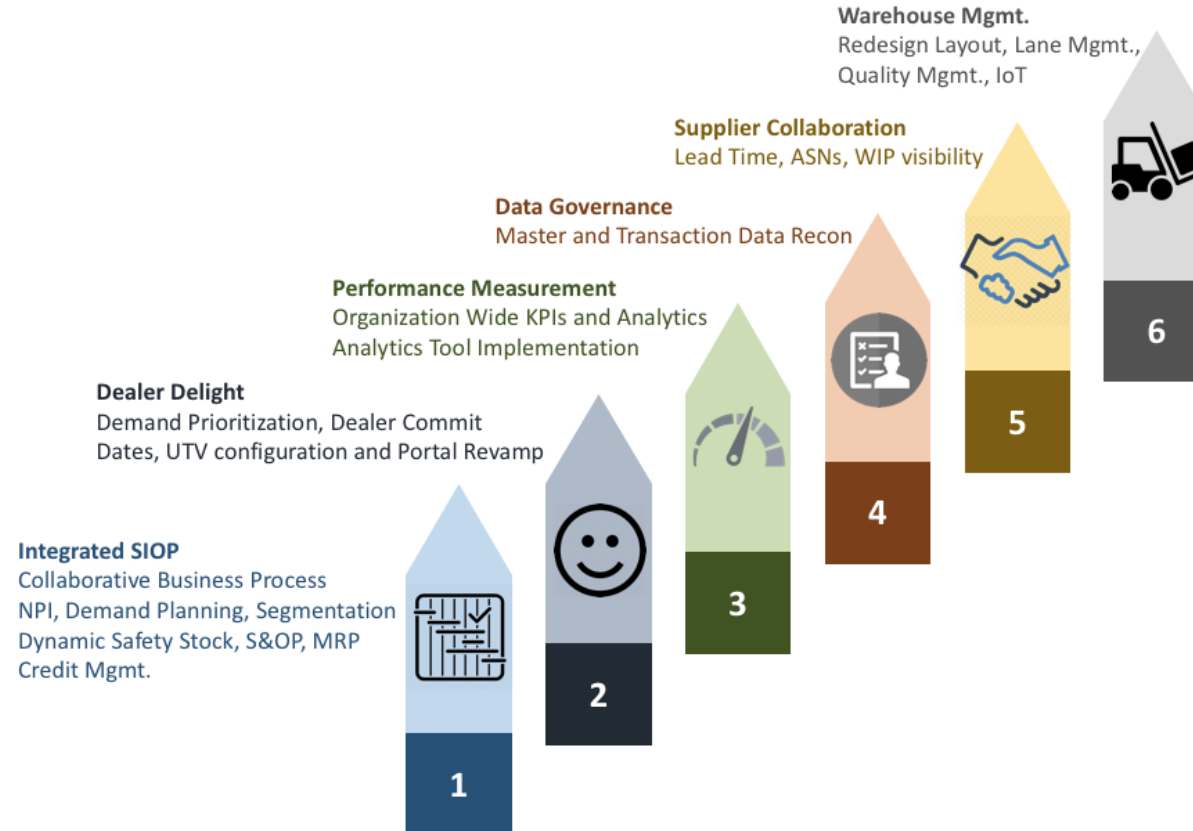


2017

- Sustained growth on a scalable platform
- Agile, flexible and responsive Supply Chain
- Nurture Partner Ecosystem
- Built around Industry Best Practices
- End to End Visibility – SCM Orchestration
- Branding

# SCM Transformation at MahindraUSA

**Project mFusion in partnership with Bristlecone**



# SCM Transformation Benefits

## KPIs and associated Business Benefits

Forecast Accuracy

Working Capital (Inventory)

Lead Time (Inbound /Outbound)

Supply Chain Costs

Productivity

Cash to Cash Cycle

Quality Control/Assurance



- **Increased Sales** in moving from 'Sense & Respond' to Demand Shaping
- **Cost Control** through proactive Inventory handling (Inter DC transfer, aging, labor etc.)
- Greater **Demand – Supply Alignment** – balance Supply Push and Demand Pull
- **Working Capital Optimization** through proactive planning for Right Product/ Right Mix / Right Location
- Increased **SCM Agility and Flexibility** via faster throughput, lead time reduction, partner collaboration
- **Scalability** through **Business Process Standardization** and Technology Enablement (\$ 500 million to \$ 1 billion)
  - Faster Dealer, Supplier Onboarding
  - Global/Local design approach that can be extended across all locations, DCs, GEOs (e.g. 2<sup>nd</sup> Parts Distribution Center in OH)
  - Ability to Support growth without adding resources



# SCM Transformation – Impact Areas

- **SAP IBP Demand, Response and Supply**
  - 1 number consensus planning – greater stability in Demand Signal
  - Lead Time based Order Management across value chain
- **SAP Ariba**
  - Enhanced Supplier Collaboration – automated and real-time
  - Greater Emphasis and Transparency in Quality Management
- **SAP BW on HANA, SAP IBP SCCT and LEONARDO**
  - Advanced Tools and Capabilities – Predictive Analysis, Simulation, Alerts
  - Leverage Technology to improve Productivity and Throughput
    - Barcodes, Cloud Integration, Telematics, RFIDs etc.

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# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

# Q&A

For questions after this session, contact us at [email] and [email].

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