



SUPPLY CHAIN OPTIMISATION

Gain the actionable intelligence you need to cut cash-to-cash latency times

Achieving greater parity across the inbound and outbound supply chain remains problematic for many organisations.

While best-of-breed systems can optimise efficiencies within departments, siloed processes continue to limit company-wide effectiveness, leading to sub-optimal working capital levels and a mismatch between supply and demand.

Does your organisation suffer from these symptoms?

Without fact-based scrutiny, weak supply chain analysis can cause these symptoms:

- Extended outbound to inbound cash flow lead times.
- Lost opportunities and customer complaints due to stock-outs.
- Failure to capture information upfront that is essential to downstream operations.
- A lack of accountability across the organisation.
- Misinformed decision making, based on opinions rather than facts.
- Lower profit margins because of unnecessary stock clearance promotions.



Introducing Crimson's *Data Insights* pactice, a team of data and management experts with over 800 man years of expertise in line-of-business processes and IT applications that gives you a real insight into measuring business value. Crimson uses a proven bottom-up methodology to gather the facts together in a timely, disciplined and manageable way, that drives effective decision making across your organisation.

Using Microsoft's world-leading cloud platform, featuring reporting and integration technologies, *Data Insights* creates a common information model that can strengthen your corporate performance management and give you the actionable insight needed to know which investment will deliver the best return.

THERE ARE **FOUR STEPS TO CREATING AN EFFECTIVE INFORMATION MODEL**, AND IT WORKS BEST WITH ORGANISATIONS ALREADY HANDLING LARGER DATA VOLUMES:

STEP 1



Build the platform

First, Crimson architects a robust data platform. Choosing Microsoft's Cloud now makes the solution more scalable, powerful and affordable than ever.

STEP 2



Create one version of the truth

Using Microsoft's world-class suite of tools, data from a range of disparate sources can be assimilated and cleansed into a single version of the truth. Additionally, how the organisation interprets data is clarified.

STEP 3



Create meaning and insight from the data that everyone can own

Crimson not only builds corporate-level reporting dashboards but also enriches the insight at a team and department level to help drive day-to-day decisions. Reporting insight across the supply chain can include but isn't limited to a range of categories including Perfect Order, Cycle Times, Inventory Management, Returns Analysis, and SCM Costs.

STEP 4



Embed transformative behaviour

Crimson's training and adoption services help your team achieve the change you want, with clear lines of governance and ownership, so that continual improvement can flourish.

OUTCOMES CRIMSON'S *DATA INSIGHTS* DELIVERS

- A common language across the organisation where **individuals, teams and departments** are more accountable and more **empowered to make more effective decisions**.
- New opportunities to **maximise sales and margins**, while **optimising working capital**.
- A more **elastic and efficient** inbound and outbound **supply chain**.
- A **modern data platform** that can scale and flex to meet a range of information sources.
- A rich foundation that can be used to build a **360-degree view of your entire business**.
- The **training and education your staff** need to make informed decisions.

TAKE THE ZERO-RISK APPROACH TO GETTING STARTED WITH SUPPLY CHAIN OPTIMISATION

Crimson invites your team to an introductory Supply Chain Workshop to explore the pinch points in your current processes and to explore how Microsoft Cloud technology can enrich and integrate your data silos.

Without further obligation, you will receive an illustrated report outlining your current gaps, with recommendations, actions and suggested priorities to help you move forward successfully.

To get started call **Crimson today on 01675 466 477**



DATA INSIGHTS GIVES YOU A 360-DEGREE VIEW OF YOUR BUSINESS.

You can read more about how else we can optimise your business performance:

**Profitability Optimisation | Supplier Performance Optimisation | Customer and Campaign Optimisation
Contact Centre Optimisation | Supply Chain Optimisation | Data Quality Management**



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Crimson helps organisations better exploit Microsoft cloud technologies. We take an iterative and agile approach that gives you the confidence to move forward.

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