

COVID-19: supply chain response

Powered by ASTERISK Supply Chain Solutions

COVID-19-led supply chain disruption: key challenges

- ▶ Challenges in order capture due to offline sales team.
- ▶ Supply chain broken across channel partners, warehouses, logistics.
- ▶ Uncertainty in available production capacities and material supply from vendors.
- ▶ Difficulty in demand estimation as markets open post-lockdown.
- ▶ Challenges in supply chain planning due to continuously evolving demand and supply situation.

How can you navigate through COVID-19 disruptions and respond to market dynamics?

Augment your systems with an end-to-end visibility and analytics-led insights powered by ASTERISK COMPASS

How should the customer orders be captured in the absence of on-ground sales personnel?

- ▶ App enabled tele-calling for order capture
- ▶ Analytics to enable tele-calling, governance
- ▶ Analytics to transition into a hybrid future with mix of tele-calling and on-field presence

Which parts of the E2E supply chain network are broken?

- ▶ Mobile apps to capture warehouse constraints and logistics availability
- ▶ Supply collaboration platform to confirm material availability

How should the orders be serviced and how much will be lost due to broken supply chain?

- ▶ Dashboard for daily supply plan and visibility on lost orders

Which parts should be fixed on priority?

- ▶ Dashboard on prioritized list of constraints and its business impact

How will the demand vary as markets open in a staggered manner?

- ▶ Demand collaboration platform for sales team to provide inputs on the evolving demand scenario

What is the readiness of supply chain under various demand/supply scenarios?

- ▶ Real-time projection of finished goods (FG) stock-on-hand, material readiness and available production capacity under various demand/supply scenarios

Key contacts



Ashish Nanda

Consumer Products and Retail, Leader
Africa, India and Middle East (AIM) Advisory
Partner and India Leader - Supply Chain
ashish.nanda@in.ey.com
+91 22 619 20170



Yugesh Aglawe

Partner, Advisory Services, Performance
Improvement, Supply Chain and Operations,
Head - Team ASTERISK
yugesh.aglawe@in.ey.com
+91 9819603988



Nishit Bhatia

Partner, Advisory Services, Performance
Improvement, Consumer Products and
Supply Chain and Operations
Nishit.Bhatia@in.ey.com
+91 9930954624



Abilin Mukherjee

Partner, Advisory Services, Performance
Improvement, Supply Chain and Operations
Abilin.Mukherjee@in.ey.com
+91 9833673983



Karan Bhatia

Partner, Advisory Services, Performance
Improvement, Supply Chain and Operations
karan.bhatia@in.ey.com
+91 9810724008



Nikhil Arora

Partner, Advisory Services, Performance
Improvement, Supply Chain and Operations
Nikhil.Arora@in.ey.com
+91 9873726706

Ernst & Young LLP

EY | Assurance | Tax | Transactions | Advisory

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

Ernst & Young LLP is one of the Indian client serving member firms of EYGM Limited. For more information about our organization, please visit www.ey.com/en_in.

Ernst & Young LLP is a Limited Liability Partnership, registered under the Limited Liability Partnership Act, 2008 in India, having its registered office at 22 Camac Street, 3rd Floor, Block C, Kolkata - 700016

© 2020 Ernst & Young LLP. Published in India.
All Rights Reserved.

EYIN2005-017
ED None

This publication contains information in summary form and is therefore intended for general guidance only. It is not intended to be a substitute for detailed research or the exercise of professional judgment. Neither EYGM Limited nor any other member of the global Ernst & Young organization can accept any responsibility for loss occasioned to any person acting or refraining from action as a result of any material in this publication. On any specific matter, reference should be made to the appropriate advisor.

ey.com/en_in

[@EY_India](https://twitter.com/EY_India) [in](https://www.linkedin.com/company/ey) EY [YouTube](https://www.youtube.com/channel/UCv31111111111111111111) EY India [f](https://www.facebook.com/EYCareersIndia) EY Careers India [@ey_indiacareers](https://www.instagram.com/ey_indiacareers)