Introduction

• IBM Premier Business Partner
  • Dallas, Texas, USA (HQ)

• IBM Software, Hardware & Implementations
  • Technical Consulting
  • Strategy & Roadmap Development

• Analytics (Data Science & Decision Optimization)

• Client Success Story

• Cresco Offerings – HUMMINGS SALES
Cresco International Story With FleetPride
Heavy Duty Parts

Truck & Trailer Parts

Technical and Management Consulting

260,000+ PARTS

250+ LOCATION IN 45 STATES
Warehouse Optimization

Distribution center inbound and outbound times decreased

Transaction Lead Time

Before

Now
Warehouse Optimization

- Inventory
- Cash Flow
- Efficiency
The labor planning model predicts each day work load based on historical work load data, season, location and other factors.

Before Overtime issue

Now Labor Planning Reduced Overtime Ratio
Sales Intelligence-Cluster Recommendation

1. Customer Purchase Pattern
   Similarity Segmentation

2. Product Affinity
   Based on Segmentation

3. Make Recommendation
   Unfulfilled Demand
The parts are bought by the customers who never bought same type part before.

Because parts are wholesale, once customers buy new product, their customer life time would be long.

Sales Intelligence helps the Expanding Sales Ratio a lot.
Sales Intelligence

Production Report Sample
Sales Intelligence – Competitive Intelligence

A Wired Phenomenon

Some customers didn’t buy the parts, but their demands are satisfied.

Reason

We found that these customers bought parts from competitors.

Action

In order to expand these potential customer, we take actions.
Display customer purchasing behavior analysis in Cognos as a comprehensive tool to key stakeholders.

If the a customer did not buy the products at the time point that he should buy, the seller would give him a remind call. (Shopping Pattern Identification)

The time period that the customer would buy the parts.
Network/Route Optimization

Next Best Location (Retail & Warehouse)

N+1 Optimization

Warehouse → Deliciated Network Optimization → Store

Branch Inventory

Shipping Cost

Service Level
Our Approach

✓ Health Check – Databases, Analytics, Performance Improvements

✓ Aligning Strategic Goals with Current Inventory

✓ Identified technologies that would meet Goals & Objectives

✓ Calculated Return on Investment (ROI) & Total Cost of Ownership (TCO)

✓ Implementation Phase

✓ Training

✓ Continuous Support
GOOGLE:

‘IBM FLEETPRIDE SUCCESS STORY’

https://www.ibm.com/case-studies/fleetpride
Humming Sales

- Increases Customer Life-Time Value – IBM Award Winning Solution
- Understand your customers buying patterns
- Compare Competitive Price
- Price Optimization across Organization Portfolio
- Pre-built Solution available On-Prem & On-Cloud
- Analytics & Data-Science Technology
- Contact: sales@crescointl.com
Thank You!

Now How can we help you?

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