

Driving Digital Transformation in Chemical Manufacturing

THE AVALON EDGE



Client Situation

The client is a leading manufacturer of synthetic rubber and latex with applications in paper, carpets, construction, textiles, gloves, automotive components among others

They plan to **double capacity** and recognized the strategic importance of adopting digital ways of working for efficiency at scale

The client sought to establish a clear roadmap with a sharp focus on ROI to guide its digital transformation journey

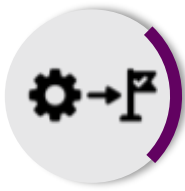


Objective

Conduct a **diagnostic of existing operations** to assess digital maturity and establish potential impact of digital solutions on business performance

Develop a **digitization roadmap** and prioritization of use cases

Drive execution including solution design, selection of technology partners and manage change post go-live



Avalon Intervention

- 1** Assessment of digital maturity across business functions


- 2** **Ideation workshop** to evaluate business performance gaps vs targets and long listing of potential for digital intervention


- 3** **Prioritizing digital use cases** and developing business case with estimation of ROI


- 4** **Developing the digital vision and implementation roadmap**


- 5** **Establish a Project Management Office (PMO)** to drive cross functional collaboration and effective implementation


- 6** **Conduct evaluation to identify and engage suitable technology partners**, providing support in defining business requirements and facilitating commercial negotiations


- 7** **Drive implementation and change management initiatives** and ensure the realization of benefits through the effective adoption and integration of tailored solutions





Impact of Interventions



Enhanced the sales team efficiency with a 360-degree, real-time view of customer profile including purchase and payment history to improve customer interactions



Improved customer experience by reducing lead times for sample requests and customer complaints, and providing real-time updates through WhatsApp channel



Streamlined knowledge management through workflows for digital data capture, covering NPD projects, field visit reports, and customer queries



Streamlined the execution of innovation funnel by utilizing a cost-effective solution within the existing CRM tool



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