




Case Study:



 **Industry:**
Pharmaceutical

 **Headquarters:**
Mumbai, India

Zeno Health is one of the fastest growing pharmacies in India, beginning with a vision to create a simple world of holistic healthcare which is authentic, affordable & accessible to all. Zeno Health is the country's largest private generics company, providing generic medicines directly to consumers through its network of 120+ stores in and around Mumbai. The company has serviced 1.5 million customers, saving them over 200 crores in pharmaceutical prices.



10%

Store level shortages **decreased**



25%

Lost sales due to out of stock has been **reduced** by 25%

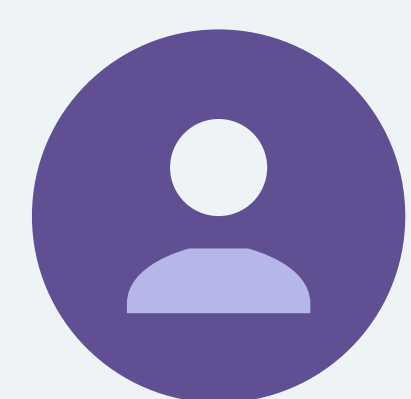


8%

In-store sales **increased**



"Today with Onebeat, smart replenishment orders are generated daily from the distribution center to the stores to cover the shortage, reduce lost sales and achieve optimal inventory. With the Onebeat team, we have created an integrated system that processes Onebeat generated orders to our existing ordering system at a daily level. Onebeat has allowed us to change the replenishment process in stores, which is a strategic focus for the company."



Vijay Pratap
Head of Data Science

Onebeat has successfully improved assortment strength in our pilot stores by 25-30% and reduced lost sales due to out of stock by 20-25%.



— Key Challenges

Zeno Health faced a major challenge in **inventory planning**, seeking a solution to **synchronize the company's processes with real-time demand**. Due to the limitations of the current demand forecasting model and inventory planning, it was difficult to plan optimal inventory in stores, keeping in mind both stock outs and lost sales. Also, a key challenge faced while integrating Onebeat was to incorporate Zeno Health's business policies, which with combined efforts, Onebeat's team was able to integrate. Overall, Onebeat's dynamic replenishment model has helped us:

- To capture recency and react faster to the demand.
- It has also helped to reduce excess inventory for slow moving products
- **On-time replenishment** of products in stores

✓ The Solution

Zeno health looked for a solution which could adjust to the highly dynamic demand of the customers and market while incorporating certain business policies. That is where Onebeat's dynamic replenishment model fitted in, and helped to react faster to the demand, overall improving assortment strength, reducing lost sales with an optimal inventory.

Results

The implementation of Onebeat's solution delivered quick and measurable results for Zeno Health. In six months of pilot, shortages levels in stores were improved, which helped drive higher sales, improved product availability and helped strengthen the assortment in stores. With the implementation, we were quick in taking actions, more streamlined and manageable.

Currently Onebeat is live on 32 of our stores and:

Store level shortages have **decreased** by **10%**, ensuring better availability

Dynamic inventory targets have helped reduce lost sales due to out of stock **reduced** by **25%**

With improvement in store availability and assortment, In-store sales **increased** by **8%**



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Discover what our innovative platform can do for your business with end-to-end planning and execution.

onebeat

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