

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

Assessment of digital maturity across business functions

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

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

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

1

3

5

7



2

4

6

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

Developing the digital vision and implementation roadmap

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



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



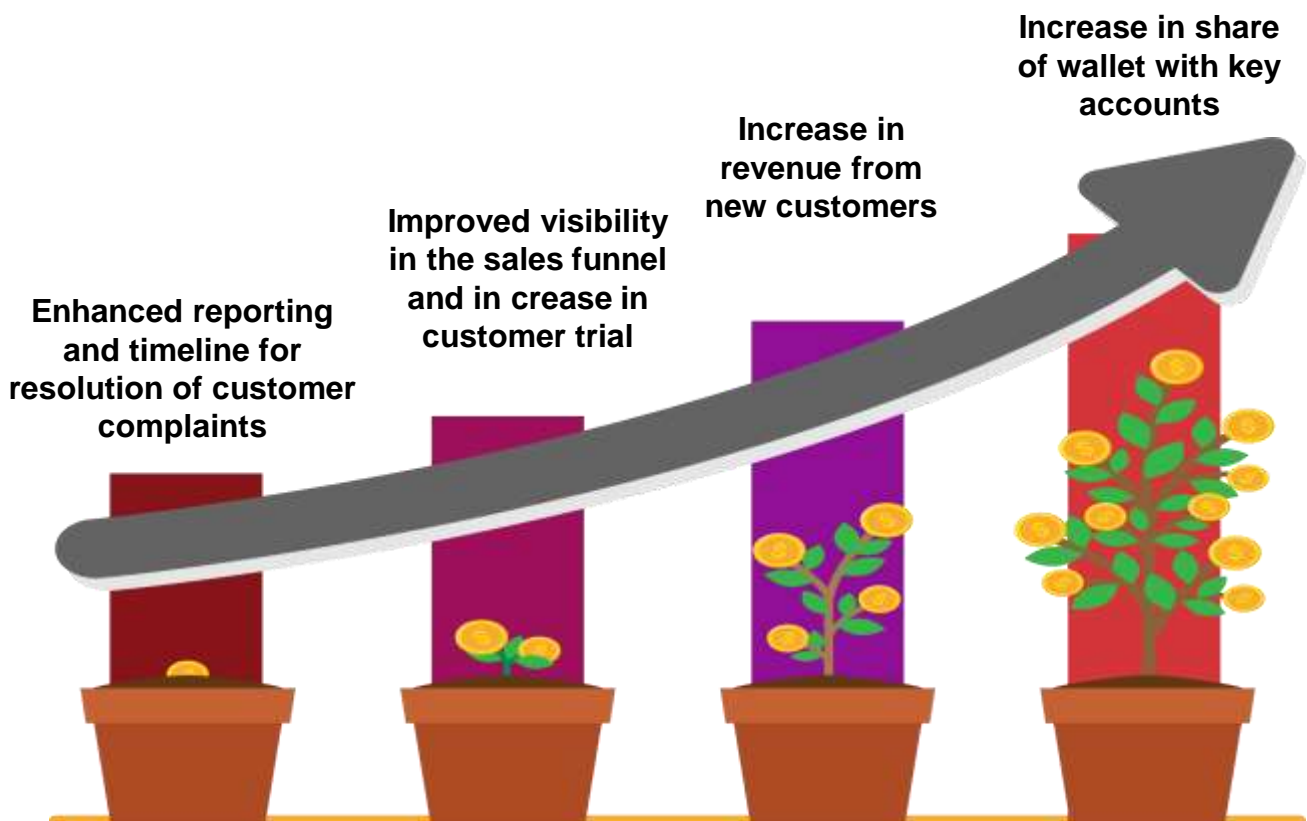
Improved customer experience by reducing lead times for sample requests and customer complaints, and providing real-time updates through WhatsApp channel



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



SRIDHAR VENKITESWARAN
Chief Executive Officer
sridhar.v@consultavalon.com
+91 98119 37755



SUBHABRATA SENGUPTA
Executive Director
subhabrata.sengupta@consultavalon.com
+91 99100 12983

