

## In this Case Study

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- Benefits
- ValueFirst USP
- Valuefirst mobile data service architecture



## IFFCO – Creating an Informed Supply Chain

*A Case Study*

*May 2008*

### **Introduction**

Started in 1967, **IFFCO** is one the largest multi-cooperative societies with over 40,000 cooperatives under its umbrella. It has got a turnover in excess of USD 2 Billion and has plants spread over India at five locations.

### **Business need**

With its roots in cooperative, IFFCO's production is supply driven and not demand driven. Therefore, the warehouses have to be prepared for unexpected supply of fertilizers in terms of micro-planning for the storage and the distribution.

### **Scenario**

Until now, there was no mechanism by which automatic information was sent to the warehouses when the material was uploaded on the wagons/trucks. Information was verbally communicated over the telephone but the missed rate was high as the process was not automated.

*IFFCO wanted a communication solution which is cost effective and completely automated. Since the warehouses do not have any IT system in place, it also needed a solution which uses mobile channel for delivering the information.*

The characteristics of the type of solution which IFFCO was looking for are:-

- Two-way communication over mobile channel
- Complete integration with the existing system
- Secure means of information transfer

Scalable architecture for future requirements

### **ValueFirst Messaging Pvt. Ltd.**

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Call: +91-124-46 32 000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070  
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## **Solution**

After carefully analyzing the requirements at IFFCO, **ValueFirst VelocityPlus** along with a long-code was proposed as the solution

- ValueFirst VelocityPlus enables two-way mobile messaging between IT systems and the mobile phones
- VelocityPlus can easily integrate with the existing application by means of a simple configuration

Long-code is a virtual 10 digit mobile number which can automatically receive/respond to the messages originated from mobile phones

## **Application**

- Wagon number and upload details are sent as an sms to the destination region in-charge
- As soon as the trucks are uploaded, the upload details are sent as an sms to the destination region in-charge
- On receipt/non-receipt of wagon/truck the in-charge pushes that information from his mobile phone
- Weekly MIS on supply sent to the top management

## **Benefits**

### **Hard Benefits**

- Reduced wastage of fertilizers due to better planning
- Sales force can plan their sales activities due to early intimation
- Top management gets a clear picture of the supply chain

### **Soft Benefits**

- Reduced stress level of the personnel at the warehouses due to better planning
- Greater job satisfaction of people in plants and warehouses

### **ValueFirst Messaging Pvt. Ltd.**



**valuefirst**  
always value first

sms  
**56070**

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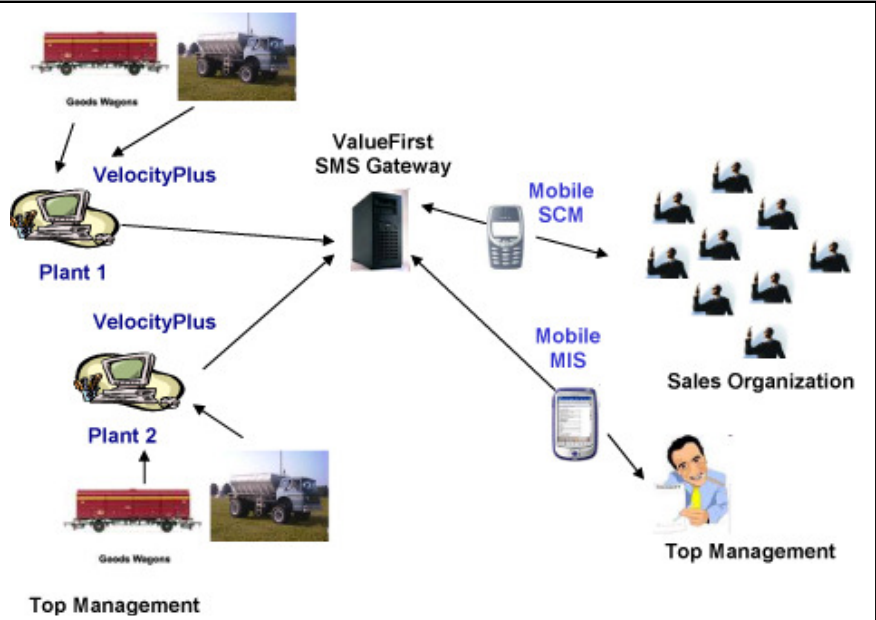


### **ValueFirst USP**

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

### **ValueFirst Mobile Data Service Architecture**



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