

## Director's Desk

With sluggish economy and a plunging rupee, things are getting complicated for our country's business environment. A persistent rise in dollar will push down the GDP growth. This coupled with high consumer price inflation and widening current account deficit is adversely affecting the market sentiments.

The government measures to improve the situation may take 6-9 months to show results. Companies must now focus on the bottom lines to ensure cash flows to survive this economic turmoil. This is the right time to introspect and look at process improvement, cost reductions, system stability to maximize returns from the assets that companies own.

In this context, we present our Master Data Management solution which has been successfully deployed for multiple clients resulting in over 60% of IT man-hour savings and enhanced competitive advantage.

## This Issue

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Key Updates

Master Data Management

Latest from Beacon

## Key Updates

- Another city was on-boarded to our flagship CRS project for a leading Fortune 400 company running into its second year.
- Beacon won a long term Dealer Management engagement for a leading consumer electronics manufacturer.
- The company has been engaged for bottom up Sales Intelligence initiative by a leading consumer goods company.
- We successfully delivered a high intensity MDM engagement for a FMCG major.

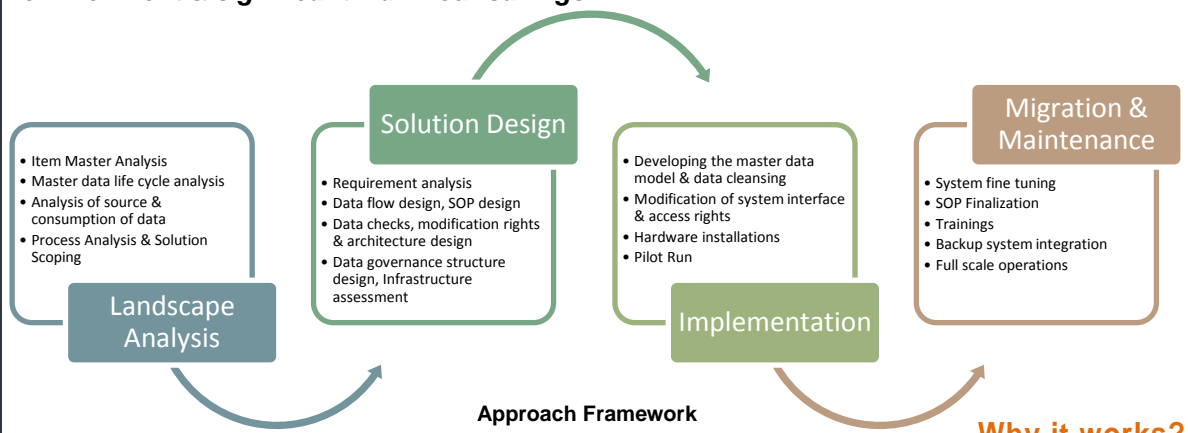
To know more about our engagements and how we can help, please [contact us](#)

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## Master Data Management: A Practical Approach

**Master Data Management is the use of technology, tools, and processes required to create and maintain consistent and accurate lists of master data. A robust MDM system drives multiple strategic benefits including competitive advantage, readiness for big data environment & significant man-hour savings.**



## Why it works?

Our approach framework has been designed basis years of MDM experience and live project learnings. Apart from the process design guided by our **SSOD Framework®**, Governance and Control are of utmost importance to ensure that benefits are realized. Hence our focus lies on creating long term sustainable solutions which are readily adapted by all stakeholders.

To know more how your organization can benefit from our **MDM Toolkit** or from our other service offerings, please get in touch with us.

## Latest from Beacon

### Generating Value.....Consistently!

- Beacon delivered over **19%** transportation cost savings over Q1'13-14 for a leading Express Industry major.
- Cloud based Route Optimization portal developed and deployed which reduced manual intervention by **75%**.

### CORD®

Beacon's one stop Order Management Solution is going on cloud with automated processes thereby bringing scalability and accuracy in a process that is conventionally dependent on human capability.

### TRY IT Supply Chain Investment Evaluation

