

Enhance Visibility, Revenue and Customer Satisfaction with Gravity

How Gravity Takes Manufacturing to the Next Level

Speed is a critical element in obtaining a competitive advantage in today's fast paced, always-on digital economy. Gravity helps manufacturers manage their supply chain at lightning speeds in three ways: automation of time consuming manual processes, breaking down communication silos to improve collaboration with vendors and partners, and providing real-time visibility across their entire supply chain network. These factors allow rapid data-driven decision making that will empower them to quickly match inbound sales orders with outbound supply fulfillment. Gravity, powered by Microsoft's best-in-class Azure cloud platform, will digitally transform your supply chain and take your manufacturing business to the next level.



What is Gravity Supply Chain?

Gravity Supply Chain, voted one of the 10 Most Innovative SCM Solution Providers in 2018, is the developer of real time supply chain management solutions. The Gravity platform, powered by Microsoft Azure, enables brands and manufacturers to develop and deliver products to their consumers at lightning speeds. We support organizations to digitally transform their supply chains by seamlessly connecting their global end-to-end operations, supplier base, logistics networks and customers on a single platform that provides easy management and real-time visibility. By leveraging modern cloud, automation, big data, IoT, mobility and user experience capabilities, our users are seeing their supply chain become a competitive advantage as the world shifts to a fully digital economy era.

Why customers use Gravity

- **Real-time visibility across the supply network**, facilitated by connections to 40,000 external data sources such as news feeds, ports and carriers, allows rapid and more data-driven decision making in reaction to disruptions in your supply chain
- **Eliminate fragmentation by digitizing operations**, enabling all parties - you, your customers, distributors and sales team - to communicate and access the answers they need immediately, from any device, on a single platform powered by Microsoft Azure
- **Enhanced customer service**, through faster speed-to-market and providing real time accurate ETAs since you have a real-time view of the status of all products across your end-to-end supply chain
- **Improved efficiency**, by automating inefficient manual, spreadsheet and email based processes

1 Meet Customer Expectations

- Gravity provides a real time view of where all your inventory is - what's being produced, what's in transit, what's sitting in inventory - allowing you to easily allocate incoming sales orders to purchase orders
- You can thus deliver to your customers what they need much more quickly, and provide them with accurate delivery dates, increasing their satisfaction and loyalty
- It also ensures that supply is matched with customer demand so you don't have excess inventory sitting in your warehouse which can incur high costs for your business

One Gravity user increased on-time, in-full delivery by 9%, as well as achieved a 15% reduction of in-transit inventory and 12% reduction in-sitting inventory

2 Effectively Scale Your Business

- As you grow in size and complexity, by acquiring more manufacturing plants, expanding your sales team or extending your distribution networks, this growth can be hard to manage
- It becomes difficult to keep track of and communicate with the increasing number of stakeholders, as your business has to deal with more emails, phone calls, and spreadsheets, slowing the pace of your business down considerably
- But Gravity digitizes these processes, enabling information to flow easily between all your stakeholders, distribution networks and communication channels, so all the answers you need are a just a click away within a single automated platform.

After implementing Gravity, one rapidly growing manufacturer reduced the time to allocate inventory to new sales orders and inform the customer of expected fulfilment date from 5 days to 75 minutes

3 Increase Revenue

- In manufacturing, not everything always goes according to plan, with inbound sales orders and outbound supply fulfillment potentially being delayed due to external factors such as port congestion, severe weather events or transportation strikes
- Manufacturers must quickly adjust plans in response to these events, since a slow reaction can potentially cost a manufacturer millions of dollars in lost revenue and turn a supply chain disruption into a full-blown crisis
- Gravity's real-time view of the entire supply chain, supported by thousands of external data feeds, instantly notifies manufacturers of supply chain disruptions, enabling them to quickly mitigate their impact. This eliminates the huge costs that would arise due to a slow response rate, and increases business revenues as a result

On average, Gravity users are 47% faster and more effective reacting to supply chain issues than they were before using the platform

"For the first time we will be able to gain visibility over our entire procurement to customer fulfilment supply chain and better match demand to supply. Gravity will enable us to manage our inventory and allocations in real-time, and ultimately allow our customers to view progress of their sales orders on-demand."

- **Fiona Moffatt, Project Director, Supply Chain Improvement, CQMS Razer**