

Supply Chain Control Tower

Advanced intelligence driving
seamless supply chain operations



Modern supply chains operate in an increasingly volatile environment, where limited visibility and disconnected processes hinder agility, accuracy, and responsiveness.

Organizations today grapple with inventory gaps, logistics delays, data overload, unpredictable demand, and poor coordination across supply chains. Inaccurate

tracking can cause stockouts or excess inventory, while weak forecasting and decision-making lead to inefficiencies and lost sales. Insufficient risk management leaves businesses exposed to disruptions. Our advanced solutions help address these challenges, improving visibility, agility, and resilience across the supply chain.

Zensar's Supply Chain

Control Tower addresses large-scale, systemic supply chain challenges by replacing reactive dashboards with AI-led prediction, prescription, and orchestration — delivering measurable improvements in resilience, efficiency, cost, and customer outcomes.

Our unified offerings

Supply Chain Control Tower, powered by Cognitive Intelligence Center, is an AI-enabled platform that continuously monitors, analyzes, and manages the end-to-end supply chain. It integrates data

from all supply chain functions, uses predictive intelligence to anticipate challenges, and coordinates autonomous execution — shifting operations from reactive monitoring to outcome-focused control.

01 **Connected end-to-end intelligence:** AI integrates production, inventory, logistics, and suppliers to align planning with execution.

02 **Real-time sensing and prediction:** AI tracks inventory and logistics to spot delays, shortages, and bottlenecks early.

03 **Actionable intelligence:** AI filters noise, highlights exceptions, and provides root-cause insights for quick decisions.

04 **Intelligent demand–supply alignment:** Predictive forecasting uses real-time data to balance demand, capacity, and inventory dynamically.

05 **Proactive AI-led risk management:** AI monitors supply, logistics, and external risks, offering prescriptive responses based on impact.

What you get



10–20%

increase in OTIF/
Perfect Order Rate



20–25%

Improvement in
inventory and working
capital optimization



15–20%

reduction in
logistics cost



25–35%

reduction in supply
chain disruption impact

Expanding possibilities: Our proven track record of success

Success Story 1:

Enhancing Supply Chain Quality and Risk Management for a Global Networking OEM

Challenges

The client struggled with disconnected quality-issue processes and limited visibility for risk-based decision-making. These gaps created delays that cascaded into broader supply chain disruptions, leaving teams without the tools or data needed to respond effectively.

Solution

We built a unified digital platform connecting field, factory, and failure-analysis data to bring coherence to fragmented processes. The solution introduced real-time visibility into all quality cases, automated alerts and downstream actions, and was

accelerated using our One-Click automation and UX frameworks.

Value delivered

- ~100% traceability with serialnumberlevel tracking
- ~30% productivity boost for engineering and supply chain teams
- Streamlined and consolidated quality monitoring processes

Success Story 2:

Enhancing Demand Forecasting and Supplier Risk Management for a Leading Semiconductor Company

Challenges

The client lacked a reliable business forecast aligned with key econometric variables, compounded by the unavailability of depot, distributor, and supplier data and uncertainty around recovery timelines. Increasing lead times further strained the business's ability to make timely delivery decisions.

Solution

We implemented a comprehensive data model with web and mobile applications to track supplier and distributor impact in real time. The engagement included recommending alternate vendor options based on multi-factor evaluation, building statistical time-series forecasting models using historical demand patterns, and

identifying strongly correlated variables to measure their influence on business trends. accelerated using our One-Click automation and UX frameworks.

Value delivered

- ~5 weeks of advance visibility into leadtime increases
- Ability to identify partners with declining booking trends and forecast continued drops
- Enabled proactive forward planning across partner and region segments
- ~30% faster analysis to assess booking impacts and support better demand planning

To know more, write to us at info@zensar.com



At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145+ leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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