

Project OTIF

Aurobindo

- Founded in 1986 by Mr. P V Ramprasad Reddy, Mr. K Nityananda Reddy.
- Company operations commenced in 1988-89.
- Company became public in 1992.
- Company listed its stocks in 1995.
- Market leader in Semi – Synthetic Penicillin's.
- Has key presence in Neurosciences, Cardiovascular, anti – diabetic, Anti – biotic, Anti – retroviral, Gastroenterology, among others.

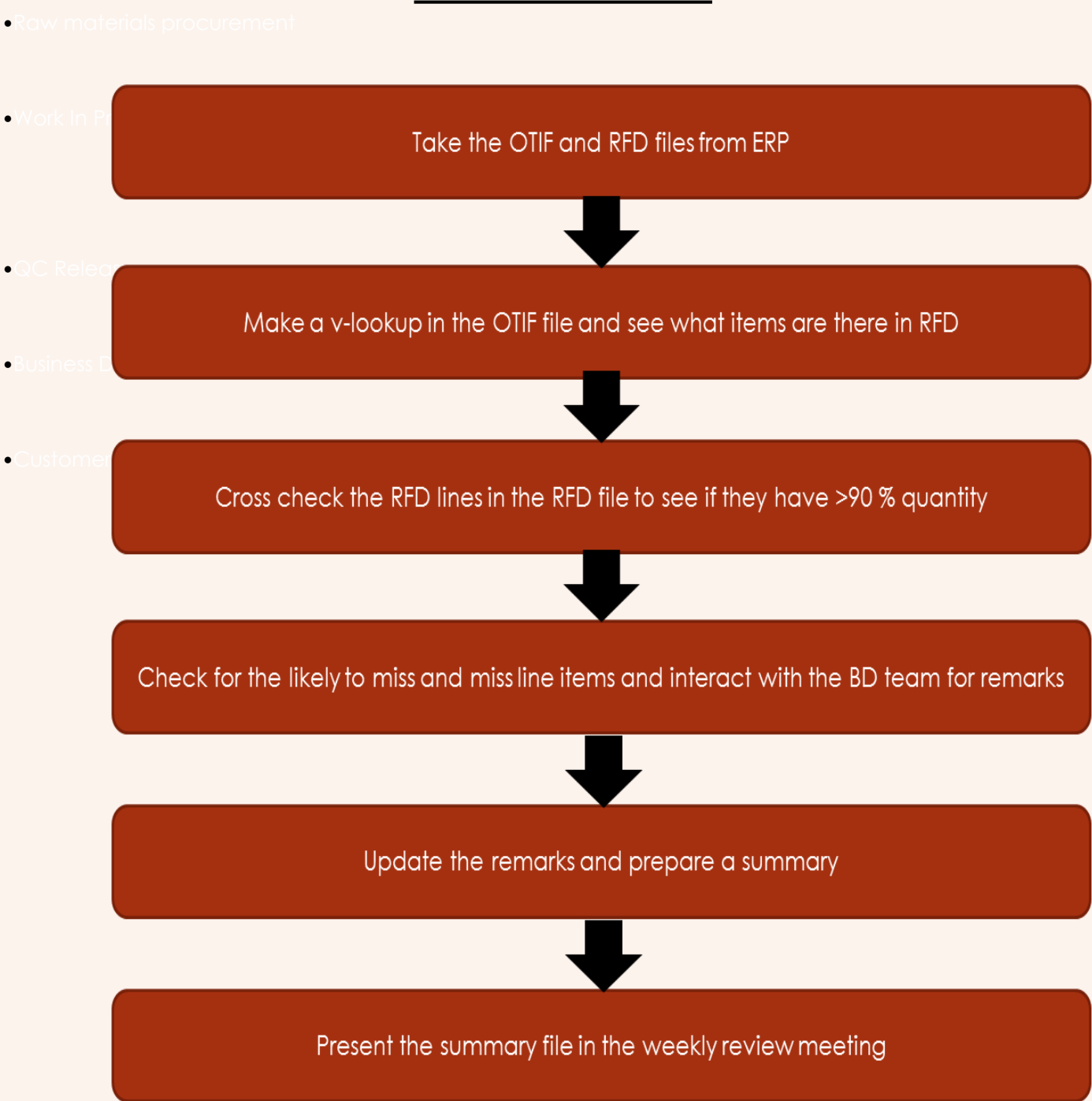
Source : Annual report 2018-19

What is OTIF?



- In simple terms OTIF is nothing but **getting customer satisfaction**.
- DIFOT(Delivery in full, on time) or OTIF(on time and in full) is a measurement of logistics or delivery performance within a supply chain.
- It is measured by taking 90% of the ordered quantity and +7 days from the promised date.

OTIF PROCESS



Remarks :

- Container consolidation issue
- FGTN release issue
- Serialization issue
- Shipment issue
- Export license issue
- Method issue (validation failed at customer)
- Clubbing issue
- Customs holidays
- Testing issue
- Batch approval pending from customer
- Waiver issue
- Credit hold issue

Suggestion

Can have a pop-up window for RFD line items as a reminder before 2 days to SSD.
There can be separate team for to look after OTIF daily and they should have access to units (eg: QA & QC, FGTN) for better performance.

Conclusion

Have worked on project OTIF for 2 months. Due to time constraint I have worked on RFD file only and sometimes I have even involved in FGTN releases for some critical

The OTIF for the month of April was 39% and for the month of May the OTIF till 1st June is 34% and it is expected to rise till 40-41% by 7th June.

I have learnt how to work in a corporate office by adopting the corporate culture.

Key area of Service level improvement

Performance of supply chain is measured through two key performance indicators when it comes to customer deliveries.

- FFCOFR**
(First fully confirmed order fulfillment rate): Related to delivery ability. It measure whether industry can promise customer that his order will be fulfilled given his requirement.
- OTIF**
(On time in full): Measures how reliable industry is in delivering the customer the given quantity on time.

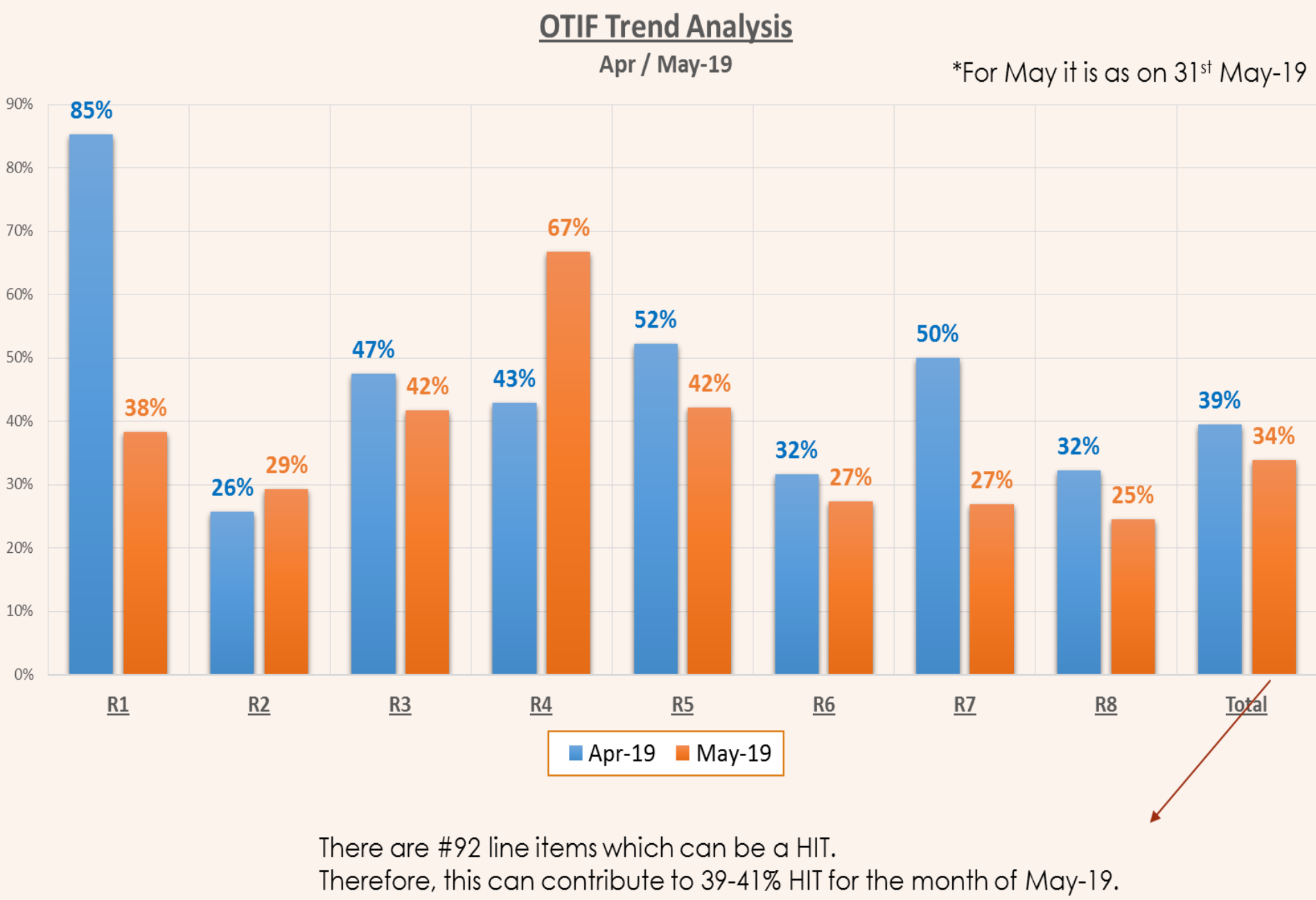
OBJECTIVE:

- To increase the customer OTIF (satisfaction).
- To analyses the secondary data.
- To find the reasons for low customer OTIF.
- To find ways and improvement methods to increase the customer OTIF.
-

METHODOLOGY:

- The data collection methods include only secondary data.
- primary method: This method includes the data (direct orders from the customers) collected from their customers who give orders to the company to be delivered to them.
- This secondary data is the number of orders the company gets from their customers. These orders will be assigned with SO number known as sales order number and an FP code for tracking.

Data interpretation



CHALLENGES

- 1.Taking remarks
- 2.Whether the remarks are genuine or not.
- 3.Availability of BD people.
- 4.No clarity in mails.
- 5.To convince the BD team to get the SKU (line items) invoiced on time.