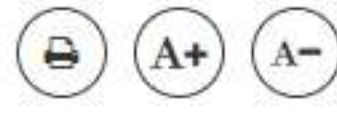


myTVS uses a digital-first approach to change its aftermarket business

myTVS has digitalized its garages and warehouses across the country and automated the order and inventory management, as well as the delivery processes.

Salvi Mittal • ETCIO • Updated: March 27, 2023, 20:19 IST



Sai Satheesh Sadgopan believes that CIOs cannot function in isolation or can be restricted to just technology; they are expected to combine both business and technology to achieve the ultimate business goal. Sai Satheesh Sadgopan is the Chief Technology Officer at myTVS. Besides leading technology for myTVS, he is also closely associated with the business and revenue.

“CIOs need to break through the silos and intertwine business, technology and innovation to achieve the new milestones. Emerging from a traditional brick and mortar firm, our digital journey aims to reach out to multiple stakeholders and provide them superior customer experience, and thereby making all our services available on a single touch,” Sadgopan says.

myTVS, an automotive aftermarket digital platform, is part of the myTVS Mobility Group that is in the business of automotive dealerships and aftermarket. They are the largest distributor of parts serving 15,000 retailers, 25,000 garages and a network of 40 plus warehouses across the country. It operates myTVS brand of service outlets across the country.

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Transforming the processes with Cloud and Digital

myTVS's digital interventions intend to reach out to the multiple stakeholders and institute convenience. Their core business involves three different distinct functions. First one is dealership, i.e. simply selling the vehicles; second is aftermarket business, i.e. servicing two-wheelers, four-wheelers or commercial vehicles; and third one is representing around 85 brands for spare parts distribution.

“Customers these days are expecting experiences similar to Amazon and Flipkart. With digital infusion, our retailers have been able to get rid of the traditional manual processes. It has also helped in simplifying the order online,” he states.

Furthermore, myTVS has digitalized their 25,000 garages spread across the country. They are leveraging a simple mobile application, where the garage goes through a completely digital process as soon as the car arrives at the garage. A digital report is prepared and sent to the customer after inspection. This includes a vehicle health report, and an estimate of the service cost for customer's approval. The customer can also approve the same digitally .

“Our cloud and digital journey began five years ago, but all the data was getting pushed into a multiple siloed system. Therefore, we've adopted Oracle Cloud, which provides a single back end to accumulate all data and help us look at the entire business performance. So we have digitalized our processes, front and back ends, and now we are working on the cloud transformation from an ERP perspective,” he reveals.

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Forecasting and managing demands

The automobile group is focusing on distribution, and provides the stakeholders the ability to find the right spare part and stock up the products as per the market trends. Second, the stock should be in the right warehouse. myTVS has 40 warehouses throughout the country, hence, it was critical to ensure the spare part is available at the right place at the right time. Third is the timely delivery of those spare parts. These three aspects require quite a bit of planning, which includes demand forecasting and inventory availability at each warehouse to deliver the right product.

Forecasting demands for a particular region and catering to those demands with the right stock is crucial for the automobile company. For example, when it is peak summer in the southern states, it could be the rainy season in the western states, which might spike the demands for wipers. So warehouses need to stock items, and provide various different services relevant to the climate and region.

Sadgopan also envisioned a robust system which automates the delivery processes.

“We implemented Oracle Fusion ERP and SCM to automatically capture the orders. It keeps a track of the inventory. If a product is not available at a particular warehouse, then the application shows a possibility of picking it from another warehouse. We have created an end to end supply chain all the way from sourcing to delivery,” he adds.

The cloud solution provides a set of capillarity from the supply chain inventory helping in the planning modules and predict the demand better. It provides an efficient system that helps Sadgopan do a lot of backward integration planning, while digital on the front end, and further enhancing the customer experience.

“We are in the spare parts distribution business, which is not a very high margin business. With cloud integration and automating the processes, I am able to break the value chain and bring in efficiency; and manage my supply chain inventory with transparency,” he adds.

Putting technology at the core of the business

Sadgopan is aiming to disrupt the traditional business at myTVS with technology, and ensures that the technology lies at the core of everything. Technology is the key pillar to enhance the value proposition to the customers.

Moreover, myTVS has embedded telematics in the devices to offer connected service. Thereby, they have the ability to monitor the vehicle's performance, and have a lot of predictive maintenance for better customer services.

“With digital adoption we are creating our own ecosystem. We have various stakeholders- customers, garages, and retailers. People tend to join our ecosystem, because we are able to deliver these breadth of services under one roof,” adds he.

Sadgopan is aiming to make his business digital ready and scalable by leveraging cloud.. “Our revenue growth is high. We've grown about 60% over the last two years. And for that growth to happen, my infrastructure, and platform should be scalable to grow along with my business. Hence, my organization must be cloud-ready,” he concludes.