



AI-Integrated Platform Success Story

PR Generation & Safety Stock Automation

Document Type
Case Study Report

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Leading Motorcycle Helmet Manufacturer

DOCUMENT TYPE
Apparel & Safety Gear
Manufacturing

CLIENT TYPE
Large-Scale
Manufacturer

LOCATION
India

Sector Focus: Helmet manufacturing with emphasis on safety standards, inventory responsiveness, and coordinated brand communication.



Executive Summary

Translytics partnered with a leading motorcycle helmet manufacturer to solve two major bottlenecks: frequent stock-outs disrupting order fulfillment and a fully manual PR process delaying product launches. By deploying an AI-powered supply chain platform, the company achieved unified visibility between inventory and communication workflows — resulting in significant time and cost savings.

₹4.19L

Monthly Savings

60%

PR Time Reduction

28%

Fewer Stock-outs

100%

Workflow Integration



Challenge

The client faced operational challenges impacting market responsiveness:



Frequent Stock-outs

- Disrupted fulfillment & customer satisfaction
- Manual inventory controls leading to inaccuracies
- Limited visibility to demand fluctuations



Manual PR Process

- Sluggish internal coordination
- Delayed communication & product releases
- Time-intensive content scheduling

Business Impact



Increased working capital
locked in inventory



Delayed PR cycles affecting
market agility



Customer dissatisfaction due
to unavailability

Solution



Translytics AI-Powered Supply Chain Platform

Unified inventory planning and PR scheduling with intelligent automation.



Automated Safety Stock Calculations

- ✓ Real-time demand & lead-time modeling
- ✓ Seasonality handling & lead variability



Stock-out Risk Forecasting

- ✓ SKU-level AI alerts & risk prioritization
- ✓ Gap-based alert engine



PR Workflow Automation

- ✓ Dashboard-synced PR calendar
- ✓ Live tracking of release planning
- ✓ Real-time publishing control

Impact & Results

Qualitative Improvements

- ✓ Single interface for inventory + PR
- ✓ AI-powered decision-making
- ✓ Enhanced execution speed
- ✓ Increased cross-team visibility

Annual Impact Projection

₹50.3L

Annual Savings

480

Hours Saved/Month

95%

Forecast Accuracy

15%

Working Capital Reduction

Technology & AI Implementation



AI & Machine Learning Components

- Demand forecasting engine
- PR workflow predictor
- Inventory health scoring
- Real-time alerting



Integration & Platform Features

- ERP-integrated planning platform
- Automated scheduling workflows
- Smart PR release manager
- Inventory + communication sync

Future Enhancement Roadmap



Phase 2: Advanced Analytics

Implement predictive maintenance for manufacturing equipment and quality prediction models



Phase 3: Market Intelligence

Add competitor analysis and market trend prediction capabilities



Phase 4: Supply Chain Optimization

Extend AI capabilities to supplier performance prediction and logistics optimization