



AI-Integrated Platform Success Story

Driving Cost Reduction for National Footwear Network

Document Type
Case Study Report

Date
18/02/2025

Version
1.0



Leading Indian Footwear Manufacturer

DOCUMENT TYPE
FMCG

CLIENT TYPE
Pan-India
Operations

LOCATION
India

Sector Focus: Footwear distribution with a focus on nationwide fulfillment, cost-efficient routing, and smart warehouse design.



Executive Summary

Translytics partnered with an iconic Indian footwear brand to transform its outdated logistics strategy into a cost-efficient, AI-optimized network. Rising freight costs, inefficient depot allocation, and excessive long-haul shipments had become major pain points. Within just 8 weeks, Translytics deployed an AI-led network simulation engine that redefined warehouse count, optimized delivery routes, and enabled cost-effective multipoint shipping — delivering measurable results.

₹17+L

Monthly Savings

25%

Faster Fulfillment

30%

Redundant Shipments

100%

AI-Simulated Design



Challenge

A legacy distribution model was holding back operational efficiency:



Rising Logistics Costs

- Inefficient depot routing
- Poor visibility into delivery economics
- Excessive long-distance shipments



Lack of Data-Driven Decisions

- Warehouse network not optimized
- No simulation tools to test scenarios
- High cost-to-serve for remote zones

Business Impact

\$ Inflated cost per delivery



Delays in tier 2/3 city shipments



Resource wastage in depot-to-depot transfers

Solution



Translytics AI-Powered Logistics Engine

Simulated current-state logistics, redesigned warehouse footprint, and automated route logic.



Route & Delivery Design

- ✓ Created efficient delivery clusters
- ✓ Enabled multipoint drops to minimize haul distance



Warehouse Count Optimization

- ✓ Determined optimal hub & spoke combinations
- ✓ Compared centralized vs. regional models



Cost-to-Serve Analytics

- ✓ Identified high-cost legs and inefficiencies
- ✓ Prioritized cost-saving interventions

Impact & Results

Qualitative Improvements

- ✓ Faster service to remote locations
- ✓ Lower cost per shipment
- ✓ Data-backed expansion planning
- ✓ Unified logistics and infrastructure strategy

Annual Impact Projection

₹2.1 Cr

Annual Savings

15%

Logistics Cost Cut

12%

Fewer Miles Traveled

100%

AI-Led Plan

Technology & AI Implementation



AI & Machine Learning Components

- Logistics flow simulation
- Route clustering & depot mapping
- Smart cost modeling & heatmaps



Integration & Platform Features

- Plugged into warehouse & TMS systems
- Map-based visualization layer
- Live route and cost scenario planner

Future Enhancement Roadmap



Phase 2: Real-Time Cost Monitoring

Live dashboards to track per-route efficiency and cost spikes



Phase 3: Dynamic Transport Allocation

Smart allocation of transport modes based on lane performance



Phase 4: Hyperlocal Hub Strategy

Designing micro-hubs for last-mile acceleration in urban zones