



Driving Sustainability at Scale: Acuvate Powers **30–50%** Boost in Data-Driven Progress & **20%** OEE Gain for Global FMCG Leader

ABOUT THE CLIENT

The client is a global consumer goods powerhouse operating in over 190 countries with a diverse portfolio of more than 400 brands across food, beverages, personal care, and home care. Approximately 3.4 billion people use the client's products daily, ranging from iconic global brands to local offerings. Around 75% of the client's turnover comes from their 30 flagship brands. The client employs about 128,000 people worldwide and is headquartered in London, England. It is organized into five business groups: Beauty & Wellbeing, Personal Care, Home Care, Nutrition, and Ice Cream.

BUSINESS CHALLENGES

In pursuit of its ambitious **sustainability agenda**, the client launched critical programs like “**Nothing Goes to Waste**,” “**Days Between Next Run**,” “**Digital Factory Operating System (DFoS)**,” and “**Material Call Off (MCOF)**”. These programs aimed to achieve KRAs such as zero waste and enhanced operational efficiency by digitizing the supply chain and manufacturing processes end-to-end.

However, translating **sustainability goals** into measurable outcomes across global operations came with significant challenges:



Throughput & Utilization Optimization

Machinery across manufacturing and supply chain units wasn't performing at full capacity. Improving utilization was key to meeting sustainability goals.



Achieving Ideal Production Time

Aligning actual production with planned timelines was essential to boost productivity and accelerate sustainability progress.



OEE Monitoring & Improvement

The client aimed to track and enhance Overall Equipment Effectiveness (OEE) to minimize waste and ensure optimal equipment performance.



Enhancing Output Reliability

Frequent waste of raw and packaging materials made reliable, zero-defect output a priority for achieving net-zero targets.



Optimizing Workforce Productivity

Monitoring and maximizing employee efficiency was vital to support sustainable, waste-free operations.

To meet its net-zero vision, the client required a strategic partner with deep expertise in digital factories, sustainable supply chains, and intelligent automation. **Acuvate** was brought in to bridge this gap—bringing advanced technology and data-driven solutions to empower the organization's journey toward zero waste.

SOLUTION

To support the client's ambitious sustainability vision, Acuvate delivered a comprehensive data and analytics solution framework across three critical programs: **Nothing Goes To Waste (NGTW)**, **Material Call-Off (MCOF)**, and the **Digital Factory Operating System (DFoS)**.

Nothing Goes To Waste (NGTW)

Nothing Goes To Waste program is ONE STOP SHOP for WASTE reduction. Focused on minimizing material-level waste across factories, NGTW captures detailed metrics such as raw material and packaging waste at both line and factory levels. Data flows from SAP to the Data Lake, where it is transformed and visualized through Power BI dashboards. **Acuvate's solution enables descriptive analytics**, helping leadership teams identify abnormalities like line spillages or equipment failures. With visibility into top waste contributors and trends, stakeholders can take corrective action month-over-month to move closer to zero waste.





Material Call-Off (MCOF)

MCOF solution is a first of its kind in the Digital Factory platform for handling logistics operations with SAP Integration. It predicts material requirements for upcoming production orders, acting as a unified dashboard for admins, factory and line operators, and warehouse teams. **This Power BI solution allows real-time insights into production needs**, improving planning accuracy and material efficiency across the supply chain.



Digital Factory Operating System (DFoS)

Acuvate played a critical role in architecting a robust data pipeline to enable real-time production monitoring across regional factories. DFoS solution automatically captures machine and line events, streamlining OEE calculations to enhance data accuracy and hygiene. **By transforming raw operational data into actionable Power BI reports, Acuvate empowered** the client to monitor machine downtimes, shift performance, and factory throughput.

Acuvate's Technology-Driven Solution

Acuvate deployed its **state-of-the-art end-to-end data solutions** with reports built-in Power BI. Acuvate leveraged its **data and analytics expertise**, digital factory experience, Microsoft tech stack capabilities, and deep domain knowledge in CPG & manufacturing to contribute significantly to the client's vital sustainability metrics.

- Built robust data pipelines—from SAP to Data Lake to Power BI—enabling descriptive and predictive insights.
- Developed intuitive **Power BI dashboards for NGTW, MCOF, and DFoS** to democratize data access for all stakeholders.
- Integrated IoT sensors for automated data capture, reducing manual errors and ensuring real-time visibility
- Enabled **self-serve analytics** to monitor OEE losses, labour efficiency, and output reliability
- Applied machine learning models to identify material wastage patterns and surface Kaizen improvement opportunities
- Deployed **solutions on Azure's sustainable cloud**, aligning with the client's environmental goals on energy, water, and waste
- Improved HR productivity and labour utilization through KPI dashboards

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BUSINESS OUTCOMES

- Achieved a **30–50% acceleration** in data-driven sustainability progress toward Net-Zero goals

- Increased **Overall Equipment Effectiveness (OEE)** by **20%** across multiple manufacturing units
- Improved **output reliability by 8%**, reducing waste and enhancing quality
- Saved **approximately 4,000 person-hours per month** through automated reporting
- Realized significant **OPEX savings** by boosting process reliability and system robustness
- Enhanced workforce productivity—**both direct and indirect**—across factory operations
- Enabled factory users to instantly identify, and act on waste data abnormalities for informed decision-making
- Delivered a **major milestone** in advancing the **client's zero-waste** and long-term sustainability agenda

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TECHNOLOGY STACK



Power BI



Azure SQL



Azure Data Factory



Azure Databricks



Azure Synapse



Azure Analysis Services



Azure IoT Hub



Cosmos DB



Kusto Query Language

Implementation team comprising of IoT, ML, data & analytics, and manufacturing and CPG domain experts

About Acuvate

With over 18+ years of experience in digital solutions, accelerating enterprise-wide digital transformation with our AI accelerators, we provide solutions and services that modernize, automate and support organizations. We help our customers transform their conventional processes to match the next-generation technological trend. We have a strong presence in the US, Europe, and the Middle East, where we serve multiple Fortune 500 companies. We specialize in New-age AI solutions, Migration & Modernization, and Digital Workplace Solutions. With our multi-skilled experts and packaged AI accelerators, we deliver unparalleled efficiencies and accelerate time-to-value for our customers