

Strategic Move to **Full Supply Chain Traceability**



CASE STUDY

A large, multi-rotor drone is shown in flight over a lush green agricultural field. The drone is equipped with multiple nozzles that are spraying a fine mist of liquid. The background is a soft, hazy sunset with warm orange and yellow tones. The field is filled with rows of green plants, likely crops.

NO.1
COOPERATIVE
WORLDWIDE

MANAGING A
DAILY SUPPLY OF
200,000
BOTTLES

**HIGH-QUALITY
SOLUTIONS**
FOR OPERATIONAL
EFFICIENCY

CUSTOMER PROFILE

Our client is a global cooperative agrochemical company dedicated to serving farmers with high-quality, innovative products, such as their cutting-edge urea and patented Nano Liquid urea. Committed to excellence, they have been ranked as the No. 1 cooperative among the top 300 cooperatives worldwide, maintaining this position since 2023. With eight active manufacturing units in India and international ventures in Jordan, Oman, Senegal, and Dubai, their primary mission is to deliver affordable, top-tier products to farmers globally.

CHALLENGES

Our client sought a robust end-to-end traceability solution to address multiple challenges, including ensuring supply chain visibility and guaranteeing that farmers receive authentic products. Managing a daily supply of 200,000 bottles was becoming increasingly difficult, with traceability posing a significant operational hurdle. A dependable, high-quality solution was critical for improving operational efficiency and ensuring clear supply chain visibility.

SOLUTION

OPTEL's team visited the client's plant, engaging in thorough discussions with stakeholders to fully understand their needs. As a result, OPTEL implemented a comprehensive traceability solution seamlessly integrated with their existing systems, including ASRS. The solution leverages advanced serialization and data analytics technologies to provide real-time visibility of products throughout the supply chain, from production to retail. Drawing on its industry expertise since 1989, OPTEL ensured a tailored, high-quality implementation.

IMPLEMENTATION

The project was completed in just six months through close collaboration between OPTEL's team and the client's IT and operations departments. Key milestones included system integration, staff training, and go-live testing, all achieved within the agreed timeline.

RESULTS

Since the implementation of OPTEL's traceability solution, the client has achieved 100% supply chain traceability, significantly reducing the risk of counterfeit products and enhancing recall processes. Additionally, they reported a 20% increase in operational efficiency and strengthened regulatory compliance.

TRACEABILITY TRANSFORMED

- ✓ 100% Supply Chain Traceability
- ✓ Significantly Reducing Counterfeits & Enhancing Recalls
- ✓ 20% Increase in Operational Efficiency
- ✓ Driving Excellence in Operations

CONTACT US

To learn more about OPTEL's traceability solutions, contact us at optelgroup.com/contact/.

"OPTEL's advanced traceability solution was seamlessly implemented across four of our plants, spanning six production lines. The results have been extraordinary: 100% supply chain transparency, providing us with deep data-driven insights that have revolutionized decision-making. This solution has not only elevated our operational efficiency but has also unlocked new possibilities in catering to market demands."

"With our robust IT infrastructure and dynamic team, we took the solution to the next level, tailoring it to simplify operations and exceed user expectations. The collaboration has enhanced operator experiences and created a scalable model for future growth."

CONCLUSION

Through its partnership with OPTEL, the client not only overcame their immediate traceability challenges but also established themselves as a leader in supply chain transparency within the agrochemical industry. The system has streamlined operations, delivering greater efficiency and excellence.



NORTH AMERICA

Canada — HEADQUARTERS
+1 418 688 0334

EUROPE

Ireland, Germany

ASIA

India
+91 832 669 9600

SOUTH AMERICA

Brazil
+55 19 3113 2570



optelgroup.com

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