

في خدمة شركات المنطقة منذ ١٩٨٤

SERVING THE REGION'S BUSINESS SINCE 1984

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Building the supply chain catalog in the UAE

Technical Review Middle East speaks to Piyush Malviya, senior director (international operations) and head, MEA on how Moglix is reinforcing the manufacturing infrastructure in the UAE.

Technical Review Middle East (TRME): The manufacturing sector supply chain network is fragmented and the offline buying and procurement process of industrial goods is complex. How did Moglix overcome that hurdle?

Piyush Malviya (PM): The combinatorial effect of these features was that important information on purchase orders, best prices quoted by suppliers, and operational excellence metrics were lost in phone calls, paper records, emails, and instant messages. It led to every stakeholder working in a silo.

A paradigm shift was crucial, hence Moglix moved towards the transformation of 1000+ manufacturing enterprises and 3000+ plants through just-in-time delivery and efficient as well as economically viable and tech-led procurement mechanism. Our technology led approach brings together the best of all solutions to a single window. We offer one integrated solution in lieu of multiple disconnected solutions that do not talk to each other.

TRME: How are Moglix solutions bridging the gaps of procurement in the UAE in such a booming e-commerce market?

PM: UAE lies at the crossroads of the manufacturing supply chain routes that crisscross across the world. Technology penetration in the Middle East region has already attained a threshold level which is visible from the success of B2C e-commerce. So, technology adoption is not a challenge. Rather the challenges we have been resolving in the Middle East are those related to limited product assortment of suppliers, costs of distribution, warehousing, and logistics, and enabling manufacturers to realise their mandate for creating end-customer value.

Since launching in the UAE, we have channelled existing partnerships to secure symbiotic collaborations across manufacturers, suppliers, distributors,



Piyush Malviya, senior director (international operations) and head, MEA, Moglix.

Photo Credit: Moglix

specialists, and consultants. The B2B e-commerce platform, moglix.ae, provides a catalog of more than 500,000 industrial products spanning 50+ categories. It provides insights on metrics like the expected time of arrival, lead time, and the turnaround time. Such data enables agility at scale in procurement decision-making frameworks for customers, suppliers. They ensure that end-to-end supply chains can withstand macroeconomic shocks and disruptions.

TRME: Amid rapid changes across the supply chain and procurement sector, how has Moglix simplified the process and what is its impact on Customer Experience?

PM: The trajectory of digital transformation of supply chains, till very recently, moved in an incremental, snail-like manner. The events that have transpired over the last three years catapulted tech-integrations, with emphasis towards low-touch, seamless, and contactless dealings throughout any customer journey.

With Moglix-powered solutions, customers have end-to-end visibility into the journey from RFQ to RFP to PO. They can cherry-pick the most diligent and cost-effective suppliers and OEM brands from a

large assortment. Each supplier code and material code go through multiple rounds of data cleaning to ensure there is zero defect due to order-delivery mismatch. Further, the entire audit trail that enterprises require for 'fit for audit' data is simplified through 3-way matching of the purchase order, goods received notification, and supplier's invoice.

TRME: How is Moglix buyer's solution acting as a game changer? How does Technology-HANA Cloud Integration help with real-time inventory checks and multi-vendor management using a single platform?

PM: Many organisations operate without a robust, comprehensive, and resilient ERP system in place. A small, single-line cost item might not hurt the bottom line of a company, but if a recurring expense goes unchecked, it could potentially end dampening the company's earmarked working capital for OPEX. This is where Moglix's buyer's solution, powered by the HANA-cloud integration technology, intelligently works towards identifying and ultimately cutting down such costs.

Through a single portal, users can browse through the largest catalog of ARC items available in the market. Items selected are added to a cart and sent further up the chain for approval. Once approved, the HANA cloud integration kicks in and creates a purchase request in the ERP system. The purchase request – further down the chain – becomes a purchase order and culminates in payments to the supplier.

With Moglix's roster of suppliers, a firm has several options when it comes to choosing a supplier. An enterprise customer can opt for several suppliers for a large line-up of products or can opt to keep his procurements limited to one or two suppliers. The Moglix operating system introduces inter-operability and business flow in the manufacturing procurement supply chain. ■