

3X ROI for a Global FMCG Leader Across 10 Asian Countries with Locus Agentic TMS



3X
return on investment

12,000+
trips saved every month

\$4B+
in orders optimized and delivered per year

1.8M+
retail outlets reached

Company Profile

A global FMCG leader runs one of Asia's largest route-to-market operations across ten countries, over a thousand distributors, and 5,000+ riders. As it shifted toward B2B app ordering and dynamic fulfillment, manual, distributor-by-distributor route planning became the ceiling on a network adding new markets almost every year.



Industry:
FMCG



Geography:
Asia (10 countries)



Scale:
1,000+ distributors

THE CHALLENGE

A growing, multi-country network capped by manual planning. Four problems:

Manual planning was slow and labor-bound

Planners mirrored sales beats by hand across thousands of distributors. Scheduling cycles ran long, picking stalled at the warehouse waiting on plans, and tight SLAs left no slack for error.

Cost-to-serve squeezed distributor profitability

The network couldn't balance cost, demand, and efficiency, so vehicles ran underfilled and traveled long distances. Rising fuel and kilometers drove cost and carbon up, and thin margins absorbed it.

No real-time view of the order lifecycle

Once an order left the distributor, nothing tracked it against SLA. Exceptions surfaced late, forcing reschedules that eroded retailer trust and buried teams in firefighting.

Every new market meant starting over

Each country and hub came online on its own terms, with limited retailer-side automation. Scaling demanded more planners and manual change management.

THE SOLUTION

Locus deployed governed agents as the decisioning layer alongside the company's order management and distribution systems, running as the system of execution to their systems of record. Four structural shifts:



Planning moved to autonomous, constraint-governed execution.

The Dispatch agent runs route planning, batch creation, and re-sequencing across distributor hubs against 250+ live constraints, planning cross-dock, multi-day, and single-pickup-multi-drop models, while the Hub agent readies shipments with no-touch planning.



One live view of every order, against its SLA.

The Customer agent tracks each order's lifecycle in real time, fires SLA alerts before a delivery slips, and pushes status to retailers and riders, so exceptions surface early enough to act on.



Cost, demand, and efficiency balanced on every route.

The Capacity agent matches vehicles and rosters to demand across the distributor fleet, while the Dispatch agent optimizes each route for distance and fill, so cost-to-serve and carbon fall together and distributor margins hold.



One model that scales to every market.

The Orchestrator agent coordinates planning, dispatch, and execution across countries and distributors as one decision chain, so each new market onboarded onto the same platform. Every decision stays governed by six mechanisms, including human-in-the-loop override.

THE RESULTS

12,000+
trips saved each month

Demand-matched capacity and fuller loads cut the runs needed each month, freeing fleet and cutting fuel.

5 min
plan run time, down
from 3 hours

Autonomous planning collapsed a multi-hour manual cycle into a near-instant run, clearing the warehouse picking bottleneck and freeing planners for exceptions.

15%
less distance traveled

Route optimization shortened every route, lowering fuel cost and carbon emissions together while protecting thin distributor margins.

25%
improvement in next-day
delivery

Real-time lifecycle tracking and SLA alerts that fire before a delivery slips lifted next-day performance across the network.