



RETAIN





RETAIN

with the experts

ORACLE® Platinum Partner

ITC Infotech has achieved 'Platinum Partner' status as part of the Oracle PartnerNetwork (OPN) program. This prestigious partner status recognizes ITC Infotech for its expertise and excellence in its capabilities across the entire suite of Oracle Solutions. Our strategic partnership with Oracle which helps us deliver a host of quality solutions.

We have extensive domain knowledge in Loyalty Programmes across industries including airlines, retail and hospitality. ITC Infotech, Oracle's trusted co-development partner for Oracle CRM extension solutions has developed Siebel Life Sciences SFA Solution (Sales-on-the-go "SONGO" and Personalized Content Delivery "PCD") products for the Life Sciences industry, as well as Siebel Consumer Goods Trade Promotion Management Innovation Pack. We have also joined hands with Oracle to deliver Loyalty & Marketing BPO services.

We invest in emerging areas of business and institutionalize frameworks for building business best practices. Our relationships are highly customer focused with top management attention and support.

Our strategic alignment with Oracle ensures that customers can experience better risk mitigation and closer alignment with Oracle product management teams; it also enables access to deep domain experience in terms of business processes, functional fitment of Siebel, other bolt-on systems, as well as technical capabilities for global implementation and support.

The contemporary business landscape is characterised by hypercompetition driven by the emergence of a global economy and rapid technological changes. Competitors are aggressively challenging existing players compelling them to fortify their customer base. Understanding ones customers' has become a top priority for most organisations. The more you know, the better it is. Today's Customer Relationship Management (CRM) is about intimacy!

We believe that of all factors, it is technology that is significantly altering the nature of competition. Information Technology has seen dramatic changes in the recent past. The ability to effectively and efficiently access and use information has become an important source of competitive advantage. Success of an organisation is determined by its ability to capture intelligence, transform it into a deployable form and the ability to diffuse it rapidly among users.

Our Oracle CRM practice is primarily driven by our experienced people who are the source of our competitive advantage. These 250+ Siebel trained veterans bring together 800 + person years of experience. We have successfully delivered 50+ Siebel implementations across multiple geographies.

Our Oracle CRM practice has developed deep Siebel implementation capabilities, end-to-end management consulting and system integration expertise coupled with a robust, on-site and off-shore delivery model and standard quality management processes as well as certified capabilities in CRM On Demand. Our Oracle CRM & Loyalty Marketing expertise runs deep spanning Travel, Hospitality, Media, Retail, Banking, Consumer Packaged Goods and Life Sciences. In order to optimize our hands-on Loyalty knowledge, we have created a Centre of Excellence (CoE). Our Loyalty CoE has also created technical accelerators that comprise of re-usable real time interfaces helping our clients in saving substantial amount of implementation time. The CoE has also developed a unique Loyalty Certification Programme branded as "ILCP" (Integrated Loyalty Certification Programme). All our engineers who are part of a Loyalty project are "Loyalty Certified" so that they understand the Loyalty Marketing/Technical terminologies/scenarios and are able to understand your exact requirements.

Core Expertise

- Enterprise Loyalty Marketing Solutions
- Loyalty Marketing Analytics
- Trade Marketing and Distribution
- Trade Promotions Management
- Data Center / Platform Migration
- Siebel Upgrade

beyond barriers

Service Portfolio

Consulting <ul style="list-style-type: none">■ Functional / Business process / Design consulting■ Feasibility analysis■ Project scoping■ Application health check	Implementation <ul style="list-style-type: none">■ Full life cycle implementation including functionality mapping, gap analysis, customization, system integration, data migration and end user training■ Global rollout and deployment■ Siebel eRoadmap methodology implementation	Testing <ul style="list-style-type: none">■ Functional testing■ Manual and automated testing■ Integration testing■ Performance testing■ Regression testing	Support and Maintenance <ul style="list-style-type: none">■ Application support■ User administration■ Application enhancement■ Database administration■ Performance tuning
Upgrade Services <ul style="list-style-type: none">■ Application and product upgrade■ Database upgrade■ Data migration■ Environment migration	Roadmap Management <ul style="list-style-type: none">■ Product roadmap■ Technology roadmap■ Support releases■ Maintenance releases	Solutions to complete business needs <ul style="list-style-type: none">■ Partner Billing (Airline and Non-Airline Partners)■ Partner File Exchange■ Accelerator Tools to reduce Implementation time and costs	

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with customized solutions



Customer Successes

The contributing factor to our successes has been our willingness to learn, internalize knowledge and disseminate it among our people.

On-time delivery of project

Our Client | One of Finland's biggest airlines

Requirement | Our client wanted to initiate and develop a frequent flyer program (FFP), enhance existing sales process, and improve marketing functions.

Business Impact | We helped our client, in setting up a fully functional FFP. It was followed by end-to-end implementations of Siebel sales, marketing and customer service applications. With the successful implementation of all major modules in Siebel CRM, the client was able to get a complete 360 degree view of the FFP members, becoming one of the select few in the industry to realize this vision.

"We congratulate ITC Infotech on the successful deployment of the new Finnair Loyalty Marketing application. The Loyalty Marketing program has gone live and now we can be more innovative in offering new services to our most valued customers. ITC Infotech's excellent CRM capabilities, exemplary customer focus and flexibility makes them an ideal partner for us."

Mr. Tom Källström,
Vice President,
eBusiness Development, Commercial
Division, Finnair

Improved field order management

Our Client | One of UK's largest tobacco groups

Requirement | The client required a standard Siebel platform to improve field order management, and manage trade marketing execution, account tracking and telesales across the globe.

Business Impact | Completed delivery of the project on-time and transitioned its complete product portfolio from UK to Bangalore within 3 months.

Reduction in testing effort by 90%

Our Client | Leading logistics and courier service provider

Requirement | Our client wanted us to test their Siebel based Global Sales Force Automation System across multiple geographies.

Business Impact | Implementing our solution through an onsite-offshore technology model, enabled the client to reduce their testing efforts by more than 90% for minor releases, and more than 80% for major releases. Our client also benefited from 0% user acceptance test (UAT) defects.

Siebel implementation results in efficient identification of prospects

Our Client | One of UK's largest providers of financial services

Requirement | Our client required a robust Siebel enabled CRM system to improve customer experience and employee efficiency, along with providing accurate information to their partners.

Business Impact | Using an onsite-offshore model, enabled our client to have a 'single view of the customer', improved data structures from multiple sources, consolidated and reliable information, along with efficient identification of good customers and prospects.

Reduction of average call time and efficient campaign management

Our Client | An international provider of integrated customer management solutions

Requirement | Our client wanted to migrate existing applications to Siebel, and deploy it for new customer acquisition, develop key metrics to measure and increase productivity.

Business Impact | We completed full lifecycle implementation, optimization of applications for reduction of average call time, multilingual/ multi location/ multi organizational implementation of our solution, efficient campaign management and customer service technical support.

Testimonials:

"Our 'BPO Powered by Oracle' program focuses on creating and developing relationships to provide enhanced services to our end customers through working with BPO service providers that have deep domain expertise and strong execution capabilities. ITC Infotech has carved a niche in the loyalty and marketing services arena, and the new Oracle-based offering will be extremely well positioned to address a growing demand for comprehensive loyalty outsourcing services.

Mr. Tibor Beles,
Vice President,
Oracle Business Process Outsourcing

Recognition From Analyst Community

Independent research firm, Forrester Research, Inc. has cited ITC Infotech in its report, "Travelers are cashing in on Loyalty Programs - How US online travelers redeem travel Loyalty Points and Rewards", dated 16th November, 2009.

The report cites Finnair as an example of a company developing mobile-friendly features and applications to enhance the loyalty program utility. The report states –"Working with ITC Infotech, the Finnish flag carrier created an SMS-based application that lets its Finnair Plus loyalty program members know when business-class seats are available for upgrades".



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beyond expectations

ITC Infotech is a CRM specialist with extensive experience in managing the entire lifecycle of a customized CRM product built around the Siebel application package. We have put in place proven best-practices-based model to design, implement, rollout and support composite applications built on Siebel.

ITC Infotech is partnered with Oracle and has established an "Oracle Industry Solutions Center-of-Excellence" engaged in creating innovative solutions for various industries using Oracle platform. ITC Infotech's CRM practice has provided Siebel enabled solutions for Fortune companies in a range of industry verticals including FMCG, Life Sciences, Travel & Hospitality, Finance and Retail. Our active collaboration with Siebel Loyalty Product Strategy and Product Engineering team enables us to offer our clients the best-in-class Loyalty Solutions. Our efforts have earned us a place among the "Top 20 Global System Integrators to provide CRM Services" by International Association of Outsourcing Professionals (IAOP) and Forrester that has credited ITC Infotech as "an excellent alternative for companies that are looking for flexibility and attention". We are 100% ITIL, ITSM compliant; certified in ISO 27001, BS 7799 certified security; CMMi Level 3, ISO 2009 certified; and all our project managers are PMP certified.

Our Clients Include

- One of the Europe's oldest and Finland's largest airline
- A prominent Airline based out of Canada
- A major Airline in Mexico
- A popular Australian Airline
- One of the world's largest tobacco groups based out of United Kingdom
- One of Europe's largest providers of financial services based out of United Kingdom
- An international provider of integrated customer management solutions
- A Fortune 500 CPG company with a global presence
- Leading transport and logistics solutions provider

ITC INFOTECH

ITC Infotech is a fully owned subsidiary of ITC Ltd, a diversified business conglomerate. ITC is one of India's foremost private sector companies and runs market-leading businesses in multiple segments. ITC completed 100 years of leadership in 2010.

ITC Infotech is a global IT services and solutions company. The company focuses on developing industry specific solutions aimed at client's unique business requirements and challenges in critical performance areas. ITC Infotech has also established technology Centers of Excellence (CoEs) to deepen capabilities and incubate cutting-edge technical competencies.

A robust outsourcing model, comprehensive suite of differentiated solutions, and focus on excellence in execution, have provided ITC Infotech a leadership position in its chosen domains. The company is working with a bevy of Fortune listed global customers and its service delivery footprint spans five continents, spread across 140 countries.

To contact our subject matter experts, please write to: contact.us@itcinfotech.com

www.itcinfotech.com

Global Locations

North America: New Jersey, New York, San Jose, Houston, Troy, Bentonville

EMEA: Milton Keynes, Copenhagen, Prague, Johannesburg

Asia Pac: Kolkata, Bangalore, Victoria, Singapore