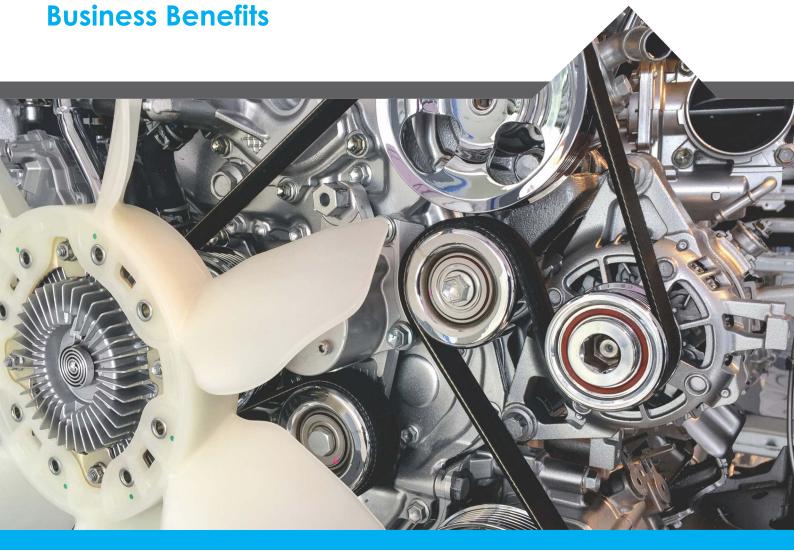# Superior Target Application Architecture Definition Helps Support Business Strategy & Achieves Measurable Business Benefits

SITUATION

The customer, a key player in both the OEM and Automotive Aftermarket space, had undergone a change in ownership and leadership. The new team was putting together a new business strategy and IT had to ramp up to support the change in direction.

IMPACT

The current IT application landscape was highly rigid and people dependent. Any changes would be costly and time consuming. In a nutshell, the IT organization had missed out on over 10 years of technology evolution and was unable to support business transformation needs.

RESOLUTION

ITC Infotech leveraged its Enterprise IT Transformation methodology to address the customer's business needs. Post completion of the assessment, the customer was provided a Target IT Application Architecture, which defined key capabilities and a roadmap from the current to the target state, with measured business benefits. This helped the IT leadership make the case for a parallel IT transformation with external validation supporting the same.

The Customer

The customer is a key player in both the OEM and Automotive Aftermarket space – a leader in the research, design, manufacturing and distribution of a broad range of belts, tensioners and pulleys for the automotive, trucking, construction, agricultural and industrial markets. Headquartered in Troy, Michigan, US in the suburb of Detroit, the company has a significant presence in the US and Italy with massive expansion plans in China, India and the US.

The Need

With a new owner and leadership team in place, the customer was undertaking a business transformation exercise, which was still in the strategy definition phase. The new IT leadership had to define an IT strategy to revamp the existing portfolio of obsolete technologies and make it future ready to support the ongoing business direction.

Challenges

- Lack of a strategic business plan
- Business processes not standardized
- Weak business decision support
- Outdated technology
- Inconsistent infrastructure
- Integration related issues
- Multiple applications
- Heavy customization

Business Benefits

Post completion of the assessment, the customer achieved the following:

- A definition of the future state IT organization, which would be ready to support the business strategy

- Identification of missing IT capabilities, with concept notes to design and implement the same. Key capability areas identified include – ERP, MDM, Business Analytics and Reporting, PLM, Integrated Supplier Management, E-Commerce Solution and Customer Management, Enterprise Performance Management, Employee Collaboration and Models for Acquisition

- An external validation of the current state of the IT application portfolio, which would help the CIO get management board buy-in

The Solution

ITC Infotech leveraged its Enterprise IT Transformation methodology to address the customer's business needs and challenges. Assessment was conducted across the following phases:

- **Defining the IT Enterprise vision:** Balanced global and regional focus, technology simplification

- **Defining the IT Application Architecture:** Expansion of systems coverage, simplification of the IT landscape, Information Management

- **Assessing the business benefit and investment plan:** Linking IT capabilities to strategic business drivers, prioritization of information and automation needs, evaluating cost of change against projected business benefits

- **Change Strategy:** Prioritized roadmap, risk and opportunity analysis, benefits linked investment plan

About ITC Infotech Business Consulting Group

The Business Consulting Group (BCG) at ITC Infotech is a converging point for business & IT solutions. We aim to transform business performance, bringing a strategic perspective on process improvement and IT enablement. Our team blends domain experts and consultants, bringing unique capabilities to discover and resolve business concerns of the day.

Our expertise spans Consumer Goods, Retail, Process Industry, Logistics & Transportation, across key business functions such as product development, production, supply chain management, sales and marketing management, field force management, and customer relationship management.

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