Robust CRM Solution Enabled Tobacco Major to Reduce TCO & Improve Performance Efficiency

SITUATION

The customer wanted to develop and implement a CRM (Customer Relationship Management) solution based on Siebel to enable its Sales Force Automation (SFA) and Trade Marketing and Distribution (TM&D)

IMPACT

With growing business needs, the customer required a robust and integrated system, to be deployed in 18 countries of operation, in order to manage its CRM and SFA activities. Along with complete Product engineering activity, the client also wanted a partner who could provide Level 2 & Level 3 remote application support

RESOLUTION

ITC Infotech designed an integrated and global solution that is managed centrally, but customized based on country-wise requirements (pricing and taxation structures, regulations, currency, etc). The solution is developed on a robust and scalable framework to support future upgrades and enhancements. Support and maintenance provided predominantly through an offshore model further helped the client to reduce its operational cost significantly

The Customer

The customer is one of the oldest and amongst world's top 15 companies by market capitalization. It's one of the leading organizations in CPG (Consumer Products Goods) industry and is into tobacco products manufacturing. With more than 200 brands in its portfolio sold in around 180 markets spread globally, it is world's second largest listed groups in tobacco manufacturing and has leadership in more than 50 markets.

The organization is also one of the Fortune 500 companies and has 46 factories in 39 countries. When taken into consideration all its associated and subsidiary companies, the company employs over 97,000 employees across the world.

The Need

The customer wanted to develop and implement a CRM and SFA solution based on Siebel to enable its sales force automation (SFA) and Trade Marketing and Distribution (TM&D). The application in question is extremely business critical for the organization as this system facilitates availability of cigarettes and other tobacco products manufactured by the company to all its outlets (distribution chain) and ultimately to the end consumers.

With growing business needs and to accommodate future expansion plans, the customer required a robust and integrated system, deployed in all 18 countries of operation, in order to manage its CRM and SFA activities. It was looking for a partner, who understands the functionalities of CPG industry as well as tobacco manufacturing, and could provide them with a roadmap for and manage the Full Life Cycle Product Engineering (Design, Development, Consulting and Maintenance & Support Services) for the said CRM solution.

Along with complete Product engineering activity, the client also wanted a partner who could provide Level 2 & Level 3 remote, application support covering Europe, LACAR (Latin America & Caribbean), Asia and Africa.

The Solution

Siebel (Siebel 7.7, Siebel 8.1x, Siebel Handheld) is the primary technology platform on which the CRM and SFA solution has been built. Other key technologies used are Oracle Database (Oracle 11g), Business Objects 6.5.1 and Windows Mobile.

The core system developed by ITC Infotech is an integrated and global solution that is managed centrally, but has been customized based on country-wise requirements (pricing and taxation structures, regulations, currency, etc). Further, to meet client needs the solution is developed on a robust framework so that it can support any kind of customization without impacting the centralized system, as well as scalable enough to support future upgrades and enhancements.

Although during initial years the services had to be provided partially in on-premises, with time ITC Infotech successfully designed a structured and process-driven delivery roadmap which helped to reduce physical dependency significantly. The offshore delivery model has further helped the customer to get services in a very cost effective manner.

The Siebel CRM system has further been integrated with existing SAP with around 50 integration touch points.

Key solution highlights:

- Application Maintenance & Support
  - Level 2, Level 3 support from offshore
  - 24x5, 16x2 support service covering global distribution countries
  - Bug Fixing, Enhancements, Operational Support, Technical Consultancy, Release Management, Quarterly Releases
- Product Management
  - Managing multiple versions of product deployed in different countries, providing bug fixing and feature updation
  - Managing product roadmap to ensure realization of functional features required by different countries
  - Feature Development and Release Management activities
  - Version Upgrades
- Implementation & roll-outs in different countries
  - Business Analysis and Business Readiness
  - IT Readiness (Infrastructure & Communication)
  - Application Customization and Localization
  - Project & Program Management
  - Multi location rollouts

Business Benefits

- Cost effective solution built on a robust framework, so that it can support any level of customization and future enhancements without investing in additional infrastructure up-gradation
- Support and maintenance provided in an offshore model (100%) helped to reduce the TCO (Total Cost of Operation) significantly
- Enhanced features like Analysis & Reporting included, automating the sales and distribution processes and thereby, improving the efficiency of the business users in the field and enabling them to visit more customers
- Timely access to accurate retail data and adequate system support for:
  - Retail Census and Classification
  - Trade Coverage Planning
  - Brand Coverage Planning
  - Cycle Planning
  - Centralized Visit Generation
  - Visit Planning & Execution
- Higher performance efficiency and faster issue resolving time, leading to enhanced user satisfaction
- Reduced implementation timeline by 20% (approx), thereby lowering overall project cost

ITC Infotech's IT Solutions Practice For Consumer Goods Industry

ITC Infotech has substantial experience and exposure in the CPG industry and provides consulting and IT services to global CPG majors. Our deep domain expertise, along with the 'insider' knowledge of Consumer Goods Industry that we have inherited from the ITC group, makes us the ideal CPG Industry IT solution partner.

Our dedicated CPG vertical practice provides IT Services in areas such as Trade Marketing and Distribution, Sales Force Automation, Enterprise Performance Management, Supply Chain Performance Management, Product Lifecycle Management, Bespoke Application Development and Maintenance. The domain-led technology approach enables us to help our customers' businesses make the most of their technology investments.

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

www.itcinfotech.com