

## SAP CRM Expertise

In a flattening world, companies are aiming to attain operational excellence through customer-centric processes and it is becoming increasingly imperative for companies to provide a superior customer experience in order to differentiate themselves in the market. Infosys helps you in configuring and implementing a CRM solution that assists you right from 'customer acquisition' to 'customer retention'.

Infosys is an early adaptor of latest technologies including 6.0 and 7.0 including SOA. Infosys leverages SAP CRM's flexibility, scalability and modular deployment to boost the returns on your SAP CRM investments. Combined with its rich expertise in providing solutions in the CRM domain across geographies, a deep understanding of industry domains, & the ability to 'program manage and deliver' complex global deployment and multi-country rollouts, Infosys is uniquely positioned to enhance your business to deliver better value.

### SAP CRM Competencies

Sales	Web Channel
Marketing	Mobile
Service	Partner channel management & HTC
Interaction center	
Integration with systems	Business Comms Mgmt

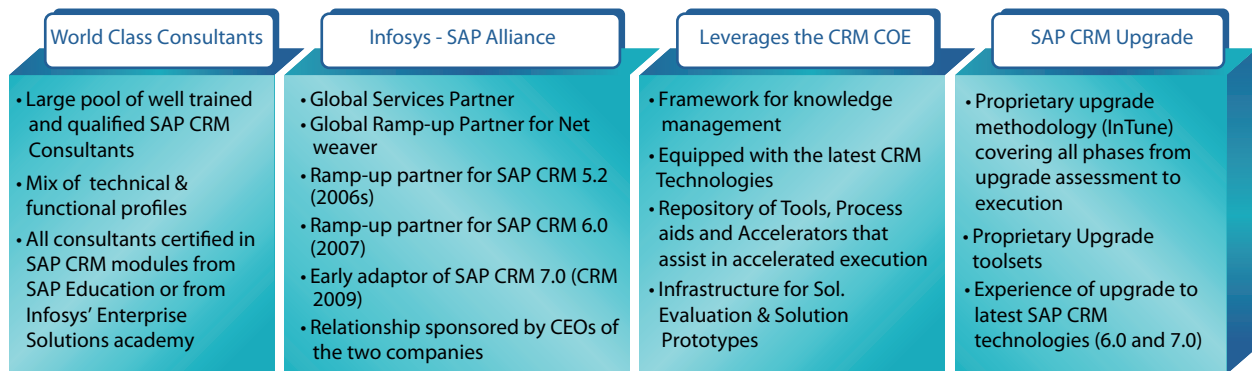
### Offering a full basket of services...



### Operates in multiple Verticals

- Hi-Tech
- CPG
- Utilities
- Telecommunications
- Automotive
- Services
- Manufacturing
- Retail
- Hospitality
- Information and Technology
- Energy
- Others

### Infosys Value Proposition



### Analyst Speak



"Infosys is one of the top India-based consultancies in the SAP space. Its strategy and consulting services continue to grow, making it able to compete and win business against the largest multinational providers. Infosys has strong vertical expertise particularly across manufacturing, life sciences, CPG, and utilities. Infosys offers many compelling pricing and delivery models across implementation as well as ongoing support and maintenance of

SAP."

Source: *The Forrester Wave™: SAP Implementation Providers, Q3 2009* by Liz Herbert, August 10, 2009, Forrester Research Inc.

# Key Engagements

**CRM 7.0 Global Implementation and Rollout for a CPG client**  
Infosys undertook development of an integrated global SAP CRM 7.0 system landscape with SAP Business Suite at the core. The scope included the implementation of Customer Service Centre operation and subsequent support. The landscape includes SAP Business Suite components like SAP ECC 6.0, SAP CRM 7.0 and SAP EP

*"Without Infosys' strong support, we could not have achieved what we did today."*

**CRM 6.0 Implementation for World Leader Agribusiness Co**  
A business transformational SAP CRM 2007 Implementation project for the client's NAFTA business. The solution areas include CRM Web Channel (B2B, BOB & B2C), Sales Module (Quotation, Opportunity, Orders, Accounts & Contacts), Service (Complaints & Returns) & Integration related requirements with MDM, SAP BI, SAP ECC & other legacy systems. Benefits accrued by the company are global process optimization, integrated solution and improved visibility of the sales processes.

**SAP CRM Support for a large food and beverages company**

The project required global production support and implementation of the SAP CRM 5.0 & 2007 solution including Marketing, I.C., Service & TPM. Benefits accrued by the company are support to its vision of developing an integrated system & service which exceeded SLA expectations.

**Global SAP CRM 6.0 Upgrade & Enhancements for a High Tech major**

It included upgrade from SAP CRM 5.0 release to 2007 of SAP CRM Sales, Hi-tech Channel management, Mkt, IC, EP, ECC integration, legacy interfaces. SAP CRM 2007 is currently supporting a total of 650 users, 250 concurrent users. Benefits accrued by the company are accelerated implementation / upgrade and seamless migration of PCUI to new UI

*"This is one of 'the best' consulting teams that we worked with in recent years and I must say, the team that was handpicked to deliver this, has the right mix of the best talent and professionalism!"*

**Global SFA consolidation program replacing Siebel, Onyx, SalesLogix to SAP CRM 6.0**

Implementation of SAP CRM 5.0 / 5.2 solution & upgrade to 6.0 version. Scope included Sales, Activity mgmt, territory mgmt, outlook integration, mkt and analytics. Benefits accrued by the company are tighter integration with ECC to provide single view of all customer interactions

*"Infosys has been very flexible & cooperative during the entire implementation as an integration partner. The team demonstrated very fast turnarounds."*

## Allied services

### Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

### Enterprise Solutions

Our Enterprise Solutions help you automate your value chain using off-the-shelf packages. Our solutions span ERP, CRM, SCM and EAI. They help you to mitigate your risks, achieve faster returns and lower TCO.

### Trading & Risk Management

Provides deep business process knowledge with cutting edge technological capabilities to optimize information sharing, minimize exposure, and integrate business processes in trading operations..

### Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of its parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dramatic productivity growth like no one else can..



Building  
**Tomorrow's** Enterprise

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

### About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).