

## Case Study



### Infosys Implements Global CRM Solution for Risk Management major, DNV

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#### About the Client

Det Norske Veritas (DNV), an independent foundation that safeguards life, property, and the environment, was established in 1864 to inspect and evaluate the technical condition of Norwegian merchant vessels. DNV Business Assurance, a business unit of DNV, is a leading global certification body that reduces risk and identifies areas for improvement for customers through certification, training, analysis, and assessment of risk.

DNV Business Assurance partnered with Infosys to implement an enterprise-wide Customer Relationship Management (CRM) system. The company sought to streamline processes, achieve operational excellence, increase profitability, drive business growth, and help clients manage business risks more effectively.

## Client Speak

*“This is the first international CRM programme which we’ve implemented at DNV and it was imperative that we got it right. Our partnership with Infosys allowed us to implement a global process while retaining flexibility to allow for regional and process variations. It involved a lot of hard and challenging work by DNV and Infosys, but now we see the effort paying off.”*

- Henrik O. Madsen, President and CEO, DNV

## The Need for a Holistic Solution

Disparate processes at DNV Business Assurance resulted in long lead times for service delivery. Standardization of information and communication across the company and with clients was a business imperative, given the nature of the certification industry. Infosys examined the application landscape and charted a road map for a harmonized process to address crucial business challenges:

### Global System

CRM data collection and storage were not consistent across 300 DNV offices in over 100 countries. Systems running on different technologies and multiple languages added to the complexity.

### Visibility into Operations

Distributed applications prevented a consolidated view of operations across the enterprise. Consequently, the DNV Business Assurance team faced difficulties in maintaining processes such as Prospect-to-Order and Order-to-Cash. It also led to decentralized planning and forecasting.

### Business Intelligence

The absence of a comprehensive view of client information hampered cross-selling and new business development. In addition, the lack of integration between financial systems and operations impeded effective monitoring of accruals.

## Efficient Risk Management through Business and IT Transformation

Infosys designed ConCert, a global CRM system with a common thread that spanned business processes. Oracle’s Siebel CRM\*\* was selected since it provided a highly scalable platform, supported diverse functionalities and multiple languages, facilitated widespread integration, and ensured easy adoption by a large number of users. In addition, a majority of Siebel modules such as Sales, Marketing and Web Marketing, Reports, Analytics, eSales, Partner Portal, and eService, were ideally suited to DNV Business Assurance’s sales and production system.

The Siebel CRM application was integrated with functional applications to enable an end-to-end production process, consisting of:

- TEAM (Invoicing application)
- Agresso (Finance)
- Partner (Oracle PeopleSoft HRMS)
- Web reference list (Tridion Web Content Management)
- DNV Scheduler (.NET-based scheduling application)

Infosys evaluated existing processes and successfully mapped them with various components of Siebel by combining best practices with customizations. Data from more than 10 legacy applications was analyzed and migrated.

In addition, Infosys established training procedures and provided support to the DNV Business Assurance team through online tools. Customer information, from lead generation to after-sales service, was then managed through a single system.

\*\* DNV has engaged Infosys to upgrade ConCert from version 7.8 to 8.1 and the engagement is currently in progress

## ConCert - Solution Snapshot

ConCert effected a business transformation at DNV Business Assurance and delivered significant value across the enterprise:

### Multi-channel Approach

ConCert helps DNV Business Assurance better serve clients through customer profiling. It can initiate marketing campaigns, undertake audits and enable web-based self-service to suit client needs. The solution adds depth to DNV's service offerings by ensuring client access through multiple touch points such as eSales, eService, Partner Portal, and Web Marketing. The Siebel CRM system is customized to address specific business processes. For instance, the eSales component is configured as a module for Personnel Certification.

### Better Planning

The solution incorporates a module that helps deploy personnel ahead of client projects across geographies. The module integrates with HR, finance and management reporting systems to consolidate master data. It facilitates a seamless process from initiation of work to issuing certificates and invoices.

### Multi-lingual Capabilities

The multi-lingual feature of the solution ensures localization while complying with global processes and integrating with the standardized IT landscape and data structure. Regional portals in 13 languages and local templates and reporting in 31 languages improve service delivery and enhance customer satisfaction.

### Flexibility

ConCert provides a global system yet offers flexibility at the local level. The robust architecture ensures prompt turnaround by capitalizing on service-, geography- and market-driven data. It provides business users with a wide range of services – from analysis of buying trends to performance measurement.

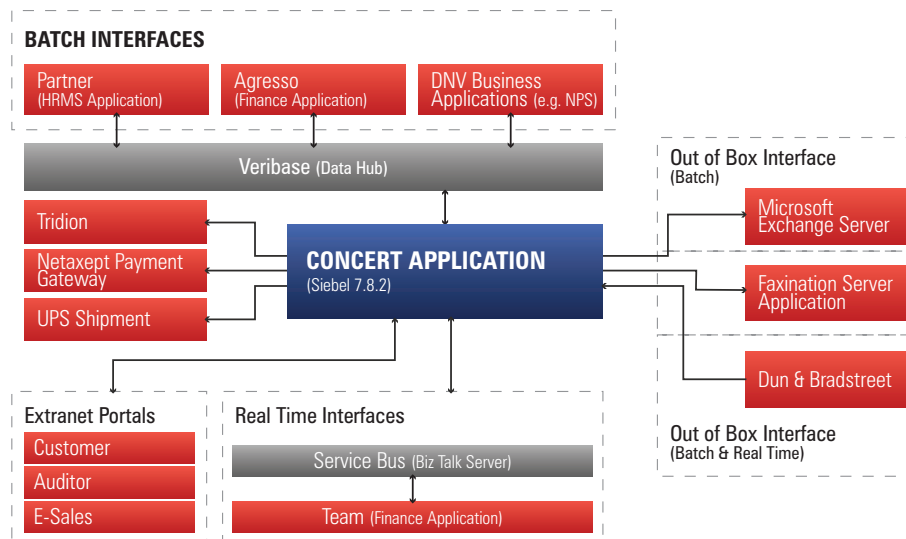
### Planned Releases

Infosys collaborated with DNV Business Assurance at all stages of the project cycle to minimize change management efforts. A structured change management board of end users, process and technical experts ensured well-planned releases. A common release plan across the company minimized testing and deployment overheads.

### Client Speak

*It is encouraging to see that some of the efforts we have made over the last years to put the customer in focus is now paying off. ConCert already has a lot of useful functionality to manage our customer relations and to ensure a high standard of certification services across our global customer base. However, what will bring value to our customers will continue to be our focus area for further improving the system.”*

Morten Lovstad, Director of Processes and Systems, DNV Business Assurance



## Business Benefits

ConCert provides DNV Business Assurance with a seamless certification process and an end-to-end CRM application that -

- Enables segment-based service
- Provides consistent customer service irrespective of the geographical location, nature of customer, service required, and delivery model
- Facilitates proactive planning with customers
- Provides a single certification body for global operations
- Ensures prompt communication with customers
- Delivers high standards of service vis-à-vis competitors
- Offers ready access to audit information with a 'single source of truth'
- Enhances the customer experience through surveys and feedback mechanisms
- Supports trend analysis, data mining and Business Intelligence

## Award-winning Solution

"It is great to see one of our customers getting industry recognition for such a leading project."

- Ravi Kumar S., VP and Global Head - Oracle Practice, Enterprise Solutions, Infosys Limited on ConCert winning the European Gartner Customer Relationship Summit 2010 & 1to1 Media CRM Excellence award for enterprise-wide CRM.

"We are delighted with the results of our partnership with DNV for this large and complex project, and particularly pleased with Gartner's recognition. ConCert delivers DNV a key business process platform that will enable them to improve performance and support their growth plans globally."

Prasad Thrikutam, Senior Vice President and Head of Energy, Utilities and Services, Infosys Limited.

Infosys' solution enabled enterprise-wide business automation at DNV Business Assurance. It was the first business transformation project on a global scale in the certification industry. Significantly, Infosys used the Global Delivery Model to bring together a pool of professionals with diverse skills to implement the solution. It showcased the efficacy of the model and subsequently, several clients of Infosys have embraced it across the Nordic region.



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).