

## Case Study



### SAP CRM Implementation & Upgrade for US based EDA Major

---

Implementing SAP SNC solutions helped extend visibility of inventory and requirements. The solution further enabled faster response time from vendors achieved through seamless integration of SAP ECC, XI, APO and SNC as the backbone.

## Client Situation

- The client is a technology leader in the area of electronic design automation (EDA) & has 48 sales offices around the globe. The client had an application landscape comprising of Siebel, SalesLogix and Onyx supporting its “Sales Force Automation (SFA)” requirements, and also had SAP R/3 as backend
- Due to different geographies/business units using disparate systems, it was a challenge to consolidate sales forecasts at company level and facilitate corporate decision making

## Business Benefits

- Accurate & timely global sales forecast and better pipeline monitoring
- Implemented a single global Sales Force Automation SAP CRM system
- Harmonized data and business processes across global sales force
- Reduced sales cycle & TCO
- Increased revenue productivity of sales forecast
- Improved data consistency/accuracy
- Increased flexibility to aggregate and analyze data

## Functional Scope

- Accounts & Contacts, Activities, Lead, Opportunity and Quote
- Custom BSP application for engineers' time tracking (AETU)
- Standard middleware integration with ECC to exchange accounts, contacts, org model, employees and some other master data elements
- Real time interface with legacy app – EMA to exchange lead data
- Real time interface with ECC to import VC products as flat products in CRM and to import pricing elements/structure
- Real time reporting capabilities using SAP BI-BO integration and CRM stand alone OLTP reporting
- Comprehensive data security rules based on territory based authorizations to transaction data and ACE for master data
- Elaborate data quality measures

## Infosys Scope

- To implement a pilot solution on SAP CRM 5.0 for a particular business division in a limited geography
- To incorporate pilot feedback; roll out the solution to other business divisions & geographies with local changes
- To migrate the 5.0 solution to the SAP CRM ramp up version 5.2
- To upgrade from SAP CRM 5.2 version to 6.0
- To provide continuous support for the rolled out geographies



Geography	AS-IS	TO-BE
America	Siebel, Onyx	SAP CRM
Europe	Saleslogix, Onyx	SAP CRM
Pac Rim	Siebel, Onyx	SAP CRM
Japan	Siebel, Onyx	SAP CRM



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).