

Case Study



Leading pharmaceutical major improves operational efficiency and enhances revenue growth by implementing Siebel CRM solution

Abstract

A leading pharmaceutical company reduced operating cost and improved application performance by partnering with Infosys for implementing a CRM solution that serviced Siebel and Non-Siebel applications across Europe and North America.

The Client

The client is one of the world's largest research-based biomedical and pharmaceutical companies. Headquartered in the United States, the client spends several billions on R&D and has operations in more than 150 countries.

Background

The client has a complex portfolio of Siebel applications using multiple technology platforms. The application support was silo-ed, with little or no sharing of services. More than 100 vendors were involved in supporting a portfolio of 2000+ Siebel and Non-Siebel applications across Europe and North America. In addition, the process maturity of various divisions was at different levels and there was no formal sharing of best practices across divisions.

Infosys' Solution

Infosys partnered with the client, taking bottom line responsibility to provide end-to-end maintenance services including architecture review, deployment, operations, support, maintenance, enhancements and independent testing. The solution provided:

- 24 X 7 L2 and L3 application support, application development and maintenance for minor, medium and major requests using the GDM support model.
- Project management responsibility for the suite of services spanning application support, operations, architecture service, testing, platform engineering, capacity planning and others
- Establishing Program Management Office (PMO) with key stakeholders from each team for monitoring the progress, identifying and mitigating risks and handling any escalations.
- Skilled personnel to handle support and maintenance across technologies aligned with ITIL processes.
- Utilizing industry standard support and maintenance processes ensuring smooth transition using workshops, reverse knowledge transfer and phased transition approach involving discovery, transition, steady state and continuous improvement.
- Structured release management/change management with emphasis on extensive documentation and backward traceability for every new introduction in the production environment.

Client Benefits

- Infosys' CRM maintenance strategy enabled revenue growth, improved operational efficiencies and lowered Total Cost of Ownership for the client.
- Complex projects executed within budget, with the highest quality (CMM Level 5) as a result of Infosys's standard processes and best practices
- Quick ramp up or ramp down of resources based on client needs providing operational flexibility for the client.



For more information, contact 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.

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