

A large Australian bank increases its market share and product cross-selling opportunities with the implementation of a Microsoft Dynamics CRM based solution

One of the largest Australian banks was facing significant challenges in managing customer information within its institutional division that was responsible for the bank's largest corporate and institutional customers:

- Inability to capture global customer information due to the lack of a central database. This created roadblocks to accessing and sharing client information efficiently across relationships and products impacting the ability to uncover cross-selling opportunities and increase wallet share
- Customer information was maintained in various forms across multiple systems and also duplicated across these systems. With the process being people-dependent, often critical information was lost
- Relationship executives were unable to mine the latest information on their clients in time for client meetings

Following a rigorous analysis of the bank's existing business scenarios and processes, Infosys recommended building a single view/central repository of client details for frontline, product specialists and executives, improving knowledge management and sharing of information between different client groups, and implementing an efficient central reporting system to generate timely reports.

Infosys partnered with the client to implement a robust Microsoft Dynamics CRM solution that was rolled out globally.

The solution helped the bank:

- Improve market share and product cross-sell
 - Customer strategies can be better understood with the help of the central database of customer information, pushing up productivity.
 - Opportunities are identified and recorded in the system, improving cross-sell and collaboration between the bank and institutional customers
- Streamline reporting with accurate and consistent data
- Minimize impact of staff turnover on clients
 - Reducing risk to customer relationships from disruptive staff turnover by enabling new staff to access important client information at one central source
 - Help new staff gain greater understanding of client business and requirements in a shorter timeframe
- Improve co-ordination across geographies
 - Enable greater accessibility to staff in offshore sites in New Zealand, Americas, Europe and Asia

Leading global vehicle manufacturer achieves increased profitability, higher ROI and a faster time-to-market with the implementation, customization and integration of a Dealer Management Solution based on Microsoft Dynamics Navision

One of the largest vehicle manufacturers in the world planned to expand its dealer network and standardize its dealer management system (DMS) across the globe. It wanted to implement a DMS incorporating the Indian functional and legal requirements. It was critical to overcome the error prone manual process of punching in information in the existing DMS system that was neither uniform nor aligned with the client's business processes. The client also needed the new system to effectively interface with OEM systems and exchange information like purchase orders, part numbers, etc.

Infosys partnered with the client in customizing the DMS for India with for legal as well as mandatory automotive and dealer requirements. It implemented and helped roll out the product across India providing support to the client's dealers. Infosys also achieved the complex integration of vehicle manufacturer interfaces with the dealer management solution for auto transfer of data. The process of manual entry of data was fully automated.

Infosys' solution provided the client with:

- Increased profitability through better visibility into transactions and control uniformity in product and standard processes enabling the client to enhance performance across dealerships
- Ability to automatically transfer service data from vehicle to DMS to increase visibility and transparency
- Integrated workflow for vehicle purchase, vehicle sales and service
- Linkage between parent company and dealers through DMS enabling efficient transactions
- Linkage to ensure automatic transfer of master data from vehicle manufacturer to dealers
- Real time vehicle availability and vehicle search
- Vendor/customer integration for real time business
- Better MIS reporting to increase visibility into dealer performance and control
- Tight integration with Interfaces to ensure smooth flow of data between interfaces and DMS
- Increased profits through effectiveness of sales and marketing, improved gross margin on vehicle sales and service, and higher volumes
- Predictability and reliability helping its OEMs meet aggressive timelines and improve ROI on implementations

Leading software products company achieves globally harmonized processes and a 360 degree view of its business with Microsoft Dynamics Axapta based solution

A leading software products company that leverages its worldwide network of channel partners to provide applications to customers, the client was challenged by its business environment of complex, interdependent (and often disconnected) processes and systems. Further, the presence of multiple systems and platforms across various geographies increased support overheads and necessitated manual touch points resulting in poor transaction quality. It also lacked a consolidated database for customers and partners.

Infosys inventoried all the client's more than 200 processes across business functions, product lines and geographies, crunching them to a set of 91 streamlined business processes that would cover all business aspects and enhance operational efficiency.

Infosys also mined over 1500 critical customer requirements, creating a Business Requirements Document. It performed five global process validation workshops to validate requirements and processes. Infosys recommended the reuse of select existing applications in the solution architecture to reduce the 'go-live' timeline and identified critical features of business reports ensuring visibility for executives. The solution proposed by Infosys was built around Microsoft Dynamics Axapta.

Infosys' solution provided the client with:

- Globally harmonized processes across regions and product lines leading to improved business processes.
- A single global, multi-currency and multilingual unified order management, licensing and support platform for partners, operating centers and IT groups across all geographies to consistently drive partner and customer experience
- Automation of complete order placement cycle on the web to provide 24x7 accessibility
- A single point of entry for partners to order products, leading to a simplified process for ordering
- Reduced support cost by eliminating over a dozen legacy applications
- Single database for all customers and partners resulting in better management of stakeholders and relationships
- Globally streamlined operational and strategic reporting, enabling a 360 degree view of the business to enable informed decision making.

Microsoft Dynamics CRM 3.0-based solution enables leading American non-profit organization to efficiently manage stakeholders through a 360 degree view

The client, an American non-profit organization in the education domain, establishes pre-school learning centers for children with U.S. government funding. It was challenged by the lack of a central database of its external stakeholders making it difficult for employees to keep track of key information. In addition, contact information maintained in discrete non-standardized systems across the organization was making matters worse.

With the funds being dispersed to different entities across different levels of hierarchy, their information including relationships and contact details needed to be captured at various times and shared across the organization. There was need for recording and tracking calls made by various contacts as well as a 360 degree view of stakeholder information.

Following an extensive study of the processes followed in the organization and its relationships with various stakeholders, Infosys proposed a solution that integrated Microsoft Dynamics CRM 3.0 with custom built packages across 25 different integration points with seamless user interface and data transfer between the two modules.

The solution also leveraged a common contact database to ensure fully updated and usable data, enabling knowledge sharing across different groups in the organization. Infosys also developed a custom interface to provide executives a 360 degree view of contact and call information, synchronized Outlook, developed workflows to assist automatic e-mail routing of system reports based on business rules, and also created custom entities with restricted access to facilitate availability of strategic stakeholder information.

Infosys' solution provided the client with:

- Efficient management of stakeholders data and their relationships with other entities
- Provided appropriate interface to record and retrieve stakeholder information
- Enabled users to record confidential information about stakeholders with restricted access
- Incorporated various interrelationships between stakeholders in the end-to-end robust system
- Effective and timely reporting
- 360 degree view of the organization for executives to make better informed decisions and custom reports for comprehensive user information
- A single point access to all knowledge base articles
- Enabled staff to share articles and information of relevance to the organization in a predefined format and access it anytime
- Single user authority to validate the shared knowledge base while providing access to all organization staff for uploaded articles
- Improved employee efficiency at work by facilitating day-to-day operations
- Increased operational efficiency
- Consolidation of contacts management, call management, legal and other organizational business modules

Integrated Microsoft Dynamics Axapta based solution streamlines and automates business processes across functions of timber major's subsidiaries

A timber major in Malaysia with subsidiaries vertically integrated along the timber value chain had no visibility into the operations of these group companies. Apart from exporting logs to these group companies, the client also had to manage business interactions with multiple entities including vendors, government agencies and customers.

It was important for the client to track the timber from tree-felling to the point of final sale and processing into wood products. It needed to eliminate manual data entry at multiple locations in existing legacy systems and get access to real-time information from all its businesses.

Infosys created a detailed two-year IT roadmap for the client to achieve its business goals and proposed a two-phase implementation strategy replacing 11 legacy applications with an integrated Microsoft Dynamics Axapta solution. It also helped the client streamline and automate business processes across financial management, supply chain management, customer relationship management, production, and HR in eight subsidiary companies.

The Infosys solution provided the client:

- Better management and operational control through effective planning, monitoring and control of all business operations
- Real-time consolidated reporting at group level to help senior management make better decisions through a consolidated inter-company visibility and reporting of transactions
- Efficient supply chain management and production control with tracking of logs and the associated costs incurred at each stage of operations for effective and productive process management
- Key reports to track upstream and downstream operations and provide a 360 degree view of varied business processes across multiple camps and subsidiary companies
- Web-enabled location independent access and collaboration with vendors to ensure timely delivery of spare parts, fuel and other consumables
- Improved data accuracy, productivity and operational excellence through real-time information and reduction in manual intervention and multiple data entry

Solution on Microsoft Dynamics Axapta for the Garment Industry in Areas of Procurement, Sales and Manufacturing

One of the largest garment brands and the world leader in the manufacturing and supply of garment trim and accessories, the client was expanding rapidly through organic growth as well as acquisitions. Its existing ERP system was unable to handle its current or future requirements or scale up in step with the expansion plans.

Some of the challenges faced by the client included:

- Production planning was being done on an equal priority planning basis while schedules needed to be based on profit margins and prioritized for different customer types
- The client's production control was based on credit availability to the customer. Invoicing was not aligned with shipping. This sometimes resulted in invoices reaching the customer before the goods did
- Client teams in various geographies had no access to online reports
- Manual entry led to duplication of item information in the system

Infosys helped introduce efficiencies in the process by reducing batch/lot size along with shorter lead times for order fulfillment and increasing order complexity. Quicker confirmation of the order was enabled by allowing sales orders inquiries into inventory availability.

It also made inter-company transactions transparent and efficient through better management and operational reporting based on user roles. Effective production planning, better inventory control, and automated order management were ensured through real time visibility and control over operations by providing interfaces with multiple legacy systems for an integrated ERP experience.

Infosys' solution provided the client with:

- Better visibility into the production process with granular details at the work center level
- Better operational control and tracking of inventory movement in factories/workshops and credit control
- Ability to automatically schedule the work center
- Integrated workflow for materials, production, storage, quality testing, and losses, streamlining business processes
- Bill of material (BOM) creation and version control
- Linkages to production of individual sales orders
- Linkage to ensure timely delivery
- Real-time record for production and inventory update
- Financial system with automatic updates for transaction and inter-company reporting