

## mySAP CRM Expertise

Increasing customer awareness, intensifying global competition and shortening product life-cycles have forced today's enterprise to bring their customer interactions under scrutiny. Infosys helps you in configuring and implementing mySAP CRM solution that assists you right from 'customer acquisition' to 'customer retention'. Infosys leverages mySAP CRM's flexibility, scalability and modular deployment to boost the returns on your mySAP CRM investments.

Infosys leverages its Global Delivery Model to deploy mySAP CRM implementations to deliver maximum CRM throughput with the minimum Total Cost of Ownership (TCO). Combined with our rich experience in providing solutions in the CRM domain across geographies, our proven skills in SAP products, our deep understanding of industry domains, and our ability to 'program manage and deliver' complex Global Template Development & multi-country rollouts, Infosys is uniquely positioned to upgrade your business value while reducing the TCO.

### mySAP CRM Competencies

Infosys has competencies in the following areas of mySAP CRM solutions:

- Sales
- E-Commerce Applications
- Analytics
- Marketing
- Interaction Center – WebClient and WinClient
- Field Applications
- Service
- Channel Management
- Middleware

Infosys Service Offerings include:

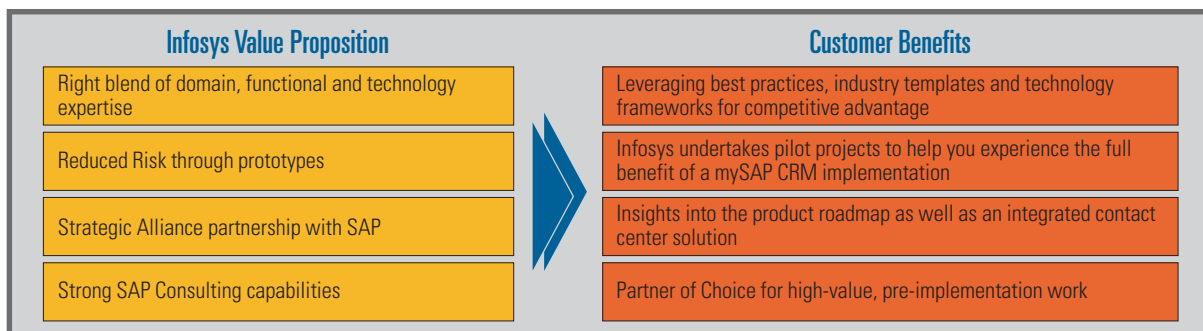
- System Assessment & Feasibility Study
- Implementation
- Upgrade
- Architecture/ Roadmap Definition
- Business Process Re-engineering
- Support
- Package Evaluation
- Ramp-up
- Training / Workshop

### Infosys' SAP CRM Center of Excellence

- Infosys is the service partner for SAP North America, SAP Japan and SAP Australia
- Partnership with SAP in the Global Ramp-up of mySAP CRM 5.0 and SAP Net Weaver Suite
- More than half of the mySAP CRM consultants are certified by SAP
- Dedicated consultants for mySAP CRM, SAP XI, SAP Enterprise Portal, SAP BW and other landscape components
- As a Ramp-Up partner of SAP AG, a large number of Infosys' Consultants have received Ramp-Up Knowledge Training (RKT) on mySAP CRM 5.0

The SAP CRM CoE leverages the world-class SAP solution center, a unique SAP knowledge powerhouse that stays ahead of time and technology. With early access to SAP product beta versions, Infosys' SAP CRM CoE develops sound proof-of-concept and working prototypes on these emerging technologies.

### Value Proposition



## Key Engagements

### Deployment of mySAP CRM 5.0 for a Global Agri-major

A global Agri-major engaged Infosys as a ramp-up partner to deploy mySAP CRM 5.0 on the backbone of SAP R/3 & SAP BW. Project scope includes mySAP CRM 5.0 implementation, integration with SAP R/3 and SAP BW to enable functionalities for Marketing, Interaction Center, and CRM Analytics. This solution will give the client a 360-degree view of its customers for focused customer interactions and increased revenues. The integrated SAP landscape will streamline and enhance efficiencies around business processes in marketing.

### Development of mySAP CRM Hospitality Solution for a leading provider of group sales and event management software

The client has chosen Infosys to develop a solution that leverages mySAP CRM functionalities and the client's existing solution to manage sales, marketing, inventory management and events management processes in the hospitality industry. Infosys configured mySAP CRM 4.0 and integrated it with SAP BW 3.5, SAP EP 6.0 and the client's existing hospitality product suite to create a seamless enterprise-wide hospitality solution.

The solution will provide a centralized view of leads, opportunities and customers, increasing business realization from each account. The integrated solution will provide consistent user experience through 'SAP Enterprise Portal'.

### Roll-out of mySAP CRM for an Automotive Major

Infosys partnered with SAP India to roll out mySAP CRM 4.0 in integration with SAP ECC 5.0, SAP EP 6.0 and SAP BW 3.5 for a leading automotive group in India. The challenge was to map the entire business processes of all dealers into the system. It also included Master Data Maintenance for all individual dealers with customized interfaces for them. The solution re-engineered the interaction process between channel partners and customers across the country. The lead time for various business processes like delivery time to customer, warranty claim processes etc. were either reduced or transformed into real-time activities leading to better customer servicing.

### CRM Roadmap for an Automotive Solution Provider

The client, a leader in providing automotive solutions to dealers, has been using disparate systems to address its business needs. The client engaged Infosys to develop the CRM Roadmap comprising 3 initiatives: Quote-to-Cash, Marketing and Sales Force Automation. The roadmap proposes to improve business process efficiency and data visibility, leading to informed decision making.

The above services are delivered by leveraging on . . .

### Business Process Outsourcing

Realize the power of CRM applications and BPO working in tandem for you. Dramatically lowers your transaction costs. Consolidates your workforce and lowers operational costs. Redesigns your processes for better effectiveness.

### Modular Global Sourcing

A strategically mature alternative to total outsourcing and ad-hoc off-shoring. Align your sourcing strategy to your business strategy, modularize your applications and processes and leverage the power of the Global Delivery Model.

### Independent Validation

Infosys provides adequate validation and verification services to ensure that you get the best value from your applications. A "must have" service if you are serious about long term leveraging of your application assets.

### Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of its parts. See immediate and dramatic productivity growth. Infosys can leverage GDM here for you like no one else can.

## Global Presence

### North America

Atlanta, Bellevue, Bridgewater, Charlotte, Detroit, Fremont, Houston, Lake Forest, Lisle, New York, Phoenix, Plano, Quincy, Reston, Toronto

### Europe

Brussels, Copenhagen, Frankfurt, Geneva, Helsinki, London, Milano, Oslo, Paris, Stockholm, Stuttgart, Utrecht, Zurich

### Asia Pacific

Beijing, Hong Kong, Mauritius, Melbourne, Shanghai, Sharjah, Sydney, Tokyo

### India

Bangalore, Bhubaneswar, Chennai, Hyderabad, Mangalore, Mohali, Mumbai, Mysore, New Delhi, Pune, Thiruvananthapuram

## About Infosys

Infosys (NASDAQ:INFY) defines, designs and delivers IT enabled business solutions. These provide you with strategic differentiation and operational superiority, thereby increasing your competitiveness. Each solution is delivered with the industry-benchmark Infosys Predictability that gives you peace of mind.

With Infosys, you are assured of a transparent business partner, business-IT alignment with flexibility, world-class processes, speed of execution and the power to stretch your IT budget by leveraging the Global Delivery Model that Infosys pioneered.

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