

Leading imaging major partners with Infosys for enhanced visibility and collaboration across the supply chain

Overview

Country/ Region: Across geographies
Industry: High-Tech, Consumer
Electronics, Imaging

Customer Profile

The company is a leading imaging innovator committed to a growth strategy that is focused on helping people use meaningful images and information in their life and work.

Business Situation

The company was launching a new consumer printing product in a highly competitive marketplace. It wanted to gain competitive advantage by gaining visibility into its service and product performance metrics across its supply chain to respond to business challenges in the market place.

The Solution

Infosys helped design, develop and implement a comprehensive, robust and flexible Supply Chain Visibility & Collaboration solution using Microsoft technologies.

The Benefit

The complex solution improved the quality of products by creating a new service performance management platform and enabling one of the most successful product introductions for the company.

Business Context

A leading imaging company with global presence operates in the consumer digital imaging, photo finishing, and graphic communications space. Its products include digital cameras, printers, imaging accessories and materials, and equipment.

The company's products and services are used by consumers, businesses and creative professionals. Consumers use them to take, print and share their pictures anywhere and anytime. Businesses effectively communicate with customers worldwide using their solutions for pre-press, conventional, digital imaging and document imaging. Creative professionals rely on their technologies to create still or moving images that impact their target audience.

The company was launching a new consumer printing product, with a different revenue model, in an extremely competitive market. Upon launch of this new and critical product, the company needed a mechanism to analyze product performance metrics through aggregation of current information across manufacturing, assembly, repairs, returns, printer usage, supplies usage, sales and purchase. It also needed capabilities to track consumer concerns, calls, problems, returns and replacements, and link them back to the component characteristics such as time of creation, version etc.

The company partnered with Infosys to implement a comprehensive, robust and flexible Supply Chain Visibility and Collaboration solution using Microsoft Business Intelligence (BI) technologies. The solution was deployed in less than four months, providing the company a comprehensive 360 degree view of the service supply chain.

Situation

- The company was launching a new consumer printing product, with a different revenue model, in an extremely competitive market.
- The primary components were made offshore by major suppliers while quality control and testing was done independently at the component level with major components assembly across globally distributed centers.
- Upon launch of this new and critical product, the company needed a mechanism to analyze product performance metrics through aggregation of current information across manufacturing, assembly, repairs, returns, printer usage, supplies usage, sales and purchase. It also needed capabilities to track consumer concerns, calls, problems, returns and replacements, and link them back to the component characteristics such as time of creation, version etc.
- The intent was to detect early warnings for possible failures, leading indicators for defects and resolve them proactively, drive up customer satisfaction and stay competitive in the marketplace.
- The company partnered with Infosys to create a platform for service intelligence and performance management to gain visibility across their supply chain and effectively respond to business challenges.
- Several challenges had to be overcome to provide visibility across the services functions:

Integrate fragmented information

The company has a multi-tier, global supply chain with information fragmented across disparate systems. Key information for different services functions was stored in disconnected systems across the enterprise. Separate data repositories existed for incident management, case and repairs, returns, manufacturing, test, shipment, usage and product master data.

Accelerate time to market

The new product was to be launched in a matter of weeks and the service intelligence system had to be up and running shortly after that. An ideal solution needed to have pre-built accelerators and data models that could significantly cut deployment time.

Manage unstructured data

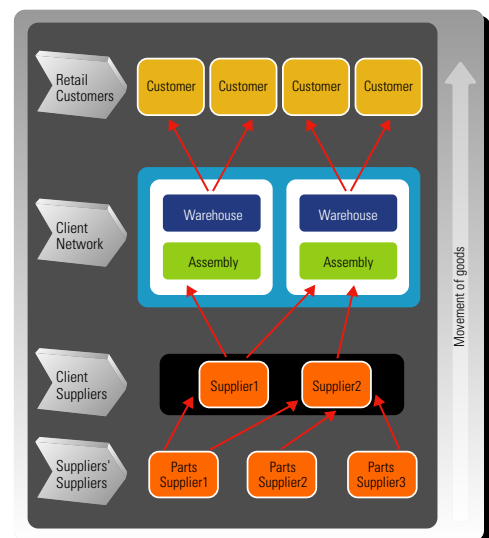
Most of the case related data collected from the contact center was in the form of free form text and the company needed capabilities to process that to identify patterns in customer issues.

Infosys' Solution

The company leveraged Infosys' experience in having solved similar supply chain visibility problems, pre-built intellectual property in the form of accelerators, deep domain experience and technical expertise to build a flexible and scalable solution.

Infosys solution accelerators included:

- A catalog of Key Performance Indicators (KPIs) for measuring performance management of a service organization based on best-in-class industry metrics.
- Pre-defined logical data model to support service intelligence.



- Reference architecture for the solution based on the Microsoft Business Intelligence (BI) stack.
- Infosys engaged in a rigorous envisioning process where the pre-built metrics were mapped from the KPI catalog to the company's needs, a gap analysis was conducted, and a rollout plan was defined. Infosys also helped program manage the deployment of the solution, enabling change management internally and externally.

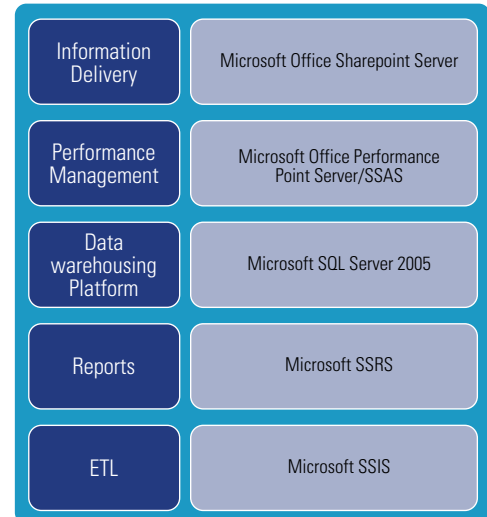
The Infosys Service Performance Workbench solution provided visibility into the following key metrics:

- Failure rates
- Channel returns
- Call Center Case Rates
- Retail Return Rates
- Parts Usage per repair

It also provided capabilities for:

- Defect trending and analysis
- Tracking impact of corrective actions
- Computing cost of warranty / poor quality
- Driving focused promotions and guidance for future product versions
- Text mining on unstructured contact center data to identify patterns of customer issues
- Alerts on negative trends and violations of thresholds
- Automated metrics and dashboards with detailed drill-down reports and pareto analyses.

The solution was developed using the following Microsoft BI technologies:



The Microsoft technology platform provided scalability, performance, ease of use and fast time to value.

Business Benefits

The Supply Chain Visibility and Collaboration solution built using Microsoft technologies provided the company a comprehensive 360 degree view of the service supply chain and offered the following benefits:

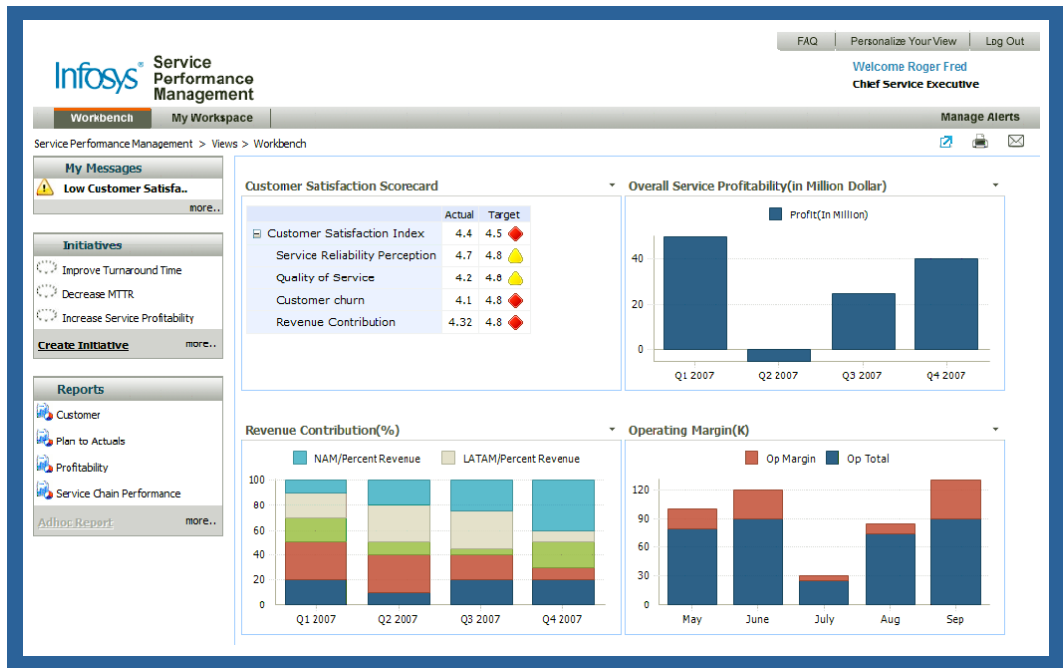
- **Rapid time to market**
The first set of metrics on the platform was deployed in 4 weeks and the entire program was delivered in 3 months.
- **Improved product quality**
The solution provided visibility into product defects and agility towards resolving them. This has been one of the most successful new product introductions for the company.
- **Customer satisfaction**
Improved understanding of product quality issues enhanced call center performance and reduced repair & return rates, driving up overall customer satisfaction.

- Platform for future initiatives

The Service Performance Workbench solution became the platform for similar initiatives within the company's service organization. For example, the service and consumables business leverages this solution to gain visibility into business critical

metrics such as serviceable install base count, service revenue, service cost, consumables revenue, consumable cost, margin and print volume etc.

The Infosys Service Performance Workbench Solution



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