



## CASE STUDY

### Infosys reforms Becton Dickinson's B2B Commerce platform to improve customer onboarding and security



#### Abstract

Revamped B2B commerce platform with global application improves customer onboarding, security, and functionalities, for the US-headquartered medical equipment manufacturer, Becton Dickinson (BD).

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*be more*

## About BD

A leader in global medical technology, Becton Dickinson (BD) develops, manufactures, and sells medical equipment. With headquarters in New

Jersey in the US, the company has a presence in over 50 countries and has close to 30,000 employees. BD counts

healthcare institutions, life science researchers, clinical laboratories, and the pharmaceutical industry as its clients.

### The Journey

Back in 2009, BD, a leading medical equipment manufacturer, was looking to launch a B2B e-commerce platform in order to improve processes and introduce programs in different geographies where it has a strong presence. The partnership with Infosys kicked off that year with the launch of the US platform, followed by launches in Canada and Japan in 2010. Next was the launch of BD's Global Catalog in various geographies including Europe, Brazil, Canada, and in 2012, the APAC region – all successfully handled and implemented by Infosys. In 2013, BD asked Infosys to overhaul their existing B2B commerce platform. With a successful EU launch of the new platform in 2014, the US and China launches are in progress in 2016. The initial global platform was launched in a short nine months, for the EU.



## The Infosys advantage

Having worked with BD as a trusted partner for seven years and counting, Infosys has, over the course of the journey, undertaken a stage-by-stage rollout across geographies of the global e-commerce solution. Infosys set out defining and designing a new B2B solution that re-platformed the existing solution on hybris. The solution would be launched in North America and Europe. Infosys made use of the SAP-hybris product suite, taking

into account the existing technology investments that BD had already made, and created a system that complemented and was integrated across the different internal and external systems, as well as existent ERP. Infosys has provided a global foundation and modular design for the solution, which has been, and continues to be, rolled out across locations.

Infosys defined requirements and prioritization using business value, to ensure maximum advantage to BD.

Infosys owned the delivery of the entire program, right from requirements to go live, and adhered to promised timeline and budget when delivering the solution. The Infosys project team of hybris-certified architects and developers were responsive, flexible, and agile while accommodating changes and have ensured that the performance requirements provided to BD exceeded expectations and competitor sites.

## A Winning Solution

Infosys provided a roadmap for the launch, so that it could be rolled out in multiple geographies in a timely, organized, and controlled manner. Infosys engaged in strategy and roadmap definition, prioritized requirements, and also undertook independent validation. This was an involved and multilayered project,

as the solution had to be integrated with geographically disparate internal, external, and ERP procurement systems and myriad software, across the company's locations.

The B2B platform has been completely revamped, is more reliable, and is easy to maintain. A global platform with scalable architecture, it offers an extensible solution. Infosys went about

the entire implementation in a manner that offered BD a best-in-class B2B platform, taking a prioritized incremental implementation approach, and continuous integration of the global platform. The planned incremental releases, wave implementation, and rollouts, by Infosys minimized disruption to the business.

### Benefit – BD

By reusing over 50% of BD's investments in content, synchronization, Adobe Workflow and ERP, and rationalizing and consolidation of the redundant tool set, BD now enjoys a reduced TCO. It now has a quick ROI and is seeing a faster time-to-market, as a result of leveraging the Infosys repository of requirement catalogs, test cases, and accelerators. Customers are onboarded 50% faster thanks to quick fulfillment of the transactional requirements of a business proposition, significant time savings, and customer satisfaction parameters for BD. With a system that offers best performance, continuous improvement, and high security, BD today has a base platform to quickly onboard emerging markets.

### Infosys provided:



- End-to-end implementation on Infosys Distributed Agile



- Program management



- Performance engineering



- Application support and maintenance



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

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