

Birlasoft achieves 20% improvement in TAT for a Fortune 500 Firm through its CLM implementation service.

CHALLENGES

The client, an **Aviation Manufacturer based out of USA**, was in search for consolidating their customer data which was spread across disparate systems. The Client was suffering from lack of quality because of unavailability of a consolidated view. This was leading to higher Sales Realization Cycle. The client was also suffering from longer release cycles for adding new functionalities. The Client wanted support in migrating On-Premise CRM functionalities into a Cloud based CRM, Cloud data Compliance and Security.

SOLUTIONS

Seamless real time End to End Integration with multiple back end systems to provide single consistent and Consolidated View of customer data

- Employs Salesforce Sales Cloud, Service Cloud Architecture
- Employs Apttus CPQ, Apttus Contract management Architecture
- Cloud Data Security and Data Residency Compliance using Perspecsys Solution
- Migration of Siebel CRM On-Premise functionalities to Salesforce Cloud
- Real time Integration with multiple systems using web methods
- Complex Product Modality and Complex Pricing implementation using Apttus CPQ

IMPACT



30%
IMPROVEMENT
In sales pipeline



80%
IMPROVEMENT
In Customer Data Quality



ACCELERATED
RELEASE CYCLE
from quarterly to monthly

Birlasoft, part of 150 year old multi-billion dollar CK Birla Group, enables clients in Manufacturing, Banking & Financial Services, Insurance, Media & Healthcare industry, to become competitive in their business by providing value-based information technology services, in onshore, offshore and near-shore models. Birlasoft's portfolio of services includes Enterprise Application Services, Custom Application Services and Specialized services like Testing, Analytics and Mobility. Birlasoft's robust delivery processes embrace digitized project management methodologies, embedded within proven practices of Six Sigma, SEI CMMI Level 5 and a secure services framework. Birlasoft has presence across US, UK, Europe, APAC including India.

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