

Offered a workbench platform for BU for faster offer enablement on eCommerce platform for a Fortune 50 electronics enterprise





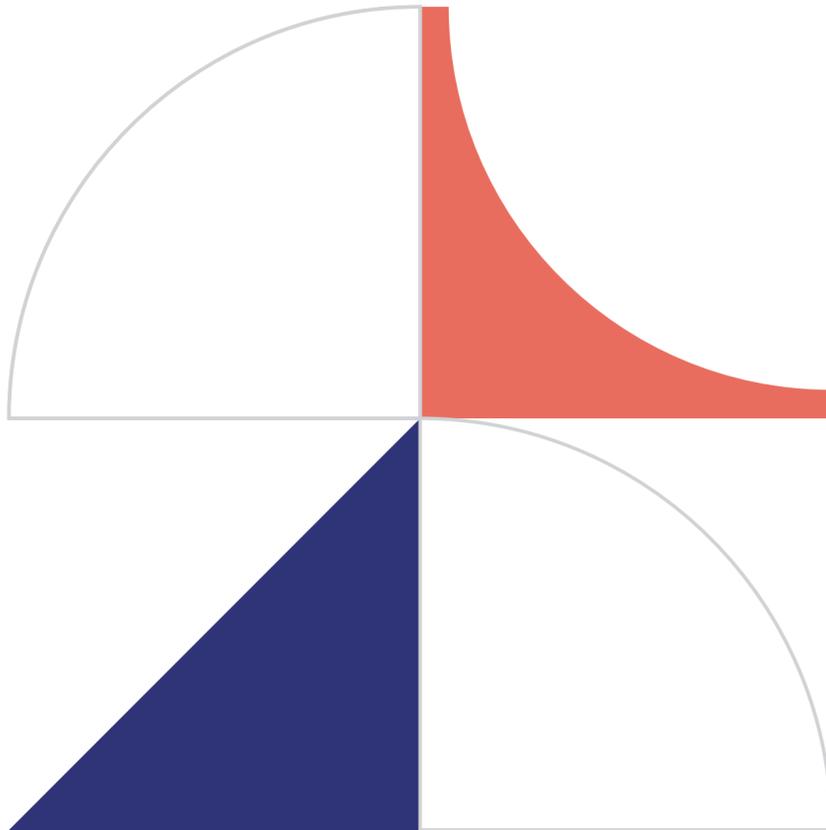
## Overview

A global Fortune 50 organization, our customer is a major network equipment and services supplier that delivers millions of parts annually, managed through a network of depots worldwide. It oversees service lifecycle management, optimizing logistics and driving strategies to maximize efficiency at an enterprise level.

Organization Size: **77500**

Country: **USA**

Revenue: **\$50 Billion**



## Challenges and Goals

The objective of the customer was to digitize the new product introduction process by enabling better upstream-downstream integration and automation to achieve faster offer enablement on the eCommerce platform.

The challenges that hindered the client's objective included:

- Offer life cycle process which was non-configurable, thus requiring substantial manual oversight.
- Lack of self-service and a limited configurability.
- Legacy technologies in use and data replication posed a problem.



## Solutions

We developed a process for offer ideation to orderability, using AOEA workflow and integrated it with various systems. Solution deliverables included:

- Implementing the automation of the ERP bill of material creation for software products
- Creating a self-service design canvas for modelling and Config rule setup, enabling an improved user experience
- Providing a graphical interface to build, manage and maintain data integration processes, OWB was implemented across the globe for over 400 BU & TS PMs
- Enhancing reporting and data analysis by using OTBI, Power BI and Azure
- It handled 1.6M SKUs, 100k business rules and managed 100k chance requests / Qtr, with average 150 new setups / Qtr.



## Business Impact

- Reduced cycle time to 24 hrs for offer launch, from 3-4 weeks
- Digitized the self-service process for ideation to orderability
- Reduced process time for Software BOM from 2-3 days to 1 day
- Revenue enablement across monetization models



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Kudos to the IT team who delivered the capability .... collaboration across Ops functions was GREAT. Great example of re-imagining how we deliver NPI services and simplifying/digitizing processes by eliminating steps

*- VP, Product Operations*





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