



How Tech Mahindra helped a German polymer-based solutions provider capture the NA market by harnessing the power of UX in digital transformation

Summary:

Germany's leading systems and service provider for polymer-based solutions in construction and automotive industries wanted to tap into the B2C/B2B markets in North America by transforming itself into a digitally-driven organization. It was not an easy transformation since the digital journey had to be architected from ground zero. Besides, the company was under tremendous pressure from their dealer network and customers to stay competitive. The client partnered with Tech Mahindra to build a robust digital platform powered by innovative UX design, serving 800+ dealers and thousands of customers across the region, by leveraging SAP Hybris.

Background:

Founded in 1948, the client is one of the top providers of polymer-based solutions in construction and automotive industries across Germany and North America. With absolutely no online presence, they relied on an extremely strong network of dealers across North America to stay ahead of the curve and build out a robust customer base. But now, amid growing competition and operational challenges, the client had reached a point where they needed a complete digital transformation to provide relevant, competitive and sustainable services to customers and dealers alike. This is where Tech Mahindra stepped in to help build a transformational dealer portal and a strong digital B2B/B2C platform by leveraging SAP Hybris.

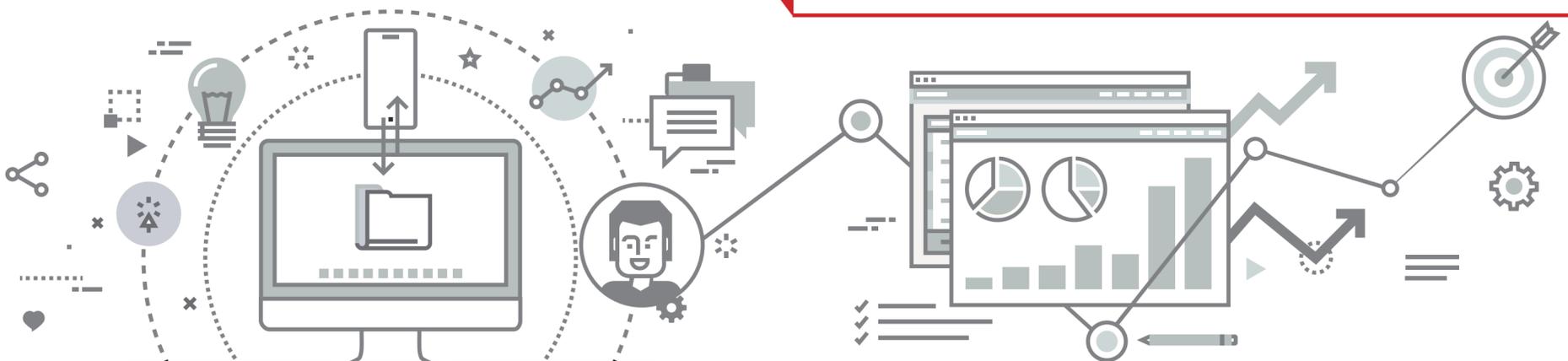
Challenges:

The challenges faced by the client were diverse and multifarious, particularly since the digital quotient had to be built from scratch! While they clearly wanted to increase revenues by leveraging digital platforms, it wasn't easy, considering the fact that there was no existing online presence to build on, enhance or revamp.

Apart from the technological limitations, the project was further impacted by the lack of a clearly defined strategic outlook, coupled with the non-availability of consolidated data and definite processing rules.

At the grass-root level, some of the key challenges included:

- Lack of a well-defined B2C strategy for go-to-market, validations and tax compliance reporting
- Extensive reliance on manual processing
- Lack of an automated sales process, resulting in lengthy sales cycles
- Non-availability of on-time or real-time stock information and product information.





Solution:

With over 50,000+ products and an 800+ distributor network to manage, the new digital platform would not only determine the extent of project success but also set the tone for the strategic growth of the client's business. **SAP Hybris** was selected to help address some of the client's critical requirements/functionalities. As part of the implementation process, Tech Mahindra also migrated all existing SAP distributors to the Hybris portal successfully.

Key highlights included:

Real-time processing of:

- Distributor onboarding, customer registration, check-out and order creation
- Custom shipments and tax calculations

• User-friendly cataloguing and extensive search capabilities:

- Custom pricing for customer and distributor groups, backed up with content and catalog management
- Faceted search with Apache SOLR for custom parameters

• End-to-end system integration:

- Data feeds and interfacing with multiple systems such as SAP ERP, Google, UPS and Cybersource

Our Approach:

The client wanted to “start small and think big” in their transformation journey with Tech Mahindra. A two-week intensive workshop helped the team understand the client's business priorities, as well as key functional and non-functional requirements. A user-centric design approach was used to define UI/UX standards, and an agile approach brought the entire project to completion.

Business Outcomes:

With its new digital platform, the client is now supporting its North American dealer and customer base at a pace that was unimaginable in the past.

Significant benefits include:



20% increase in digital store-front enabling revenue



10% increase in client base in just 6 months



Time to market improved by 50%



Reduced DSI days with improved visibility on real-time customer credit check and inventory information across all warehouses



Catalogued and maintained 50,000+ products and 800+ distributors to optimize processing times