



## Case study

# Harmonization & Transformation of Global Lead-to-Order Processes for Water Technology Company

## Client

A multi-national conglomerate specializing in water, waste, and energy management, serving industrial and municipal clients through specialized solutions and custom-made products.



## Challenges

The client's sales and field service teams were heavily dependent on disparate and manually - intensive processes, outdated systems, and excel-based reporting. Furthermore, each geographical region used its own set of processes and tools. This resulted in lengthy sales times, poor sales conversion, and slower field servicing.

The customer desired to re-envision and revamp their core sales process and create a standard and unified way of managing sales across product and service businesses. Salesforce platform was selected to empower this transformation. The core capabilities included Campaign Management, Lead Management, Territory Planning, Forecasting, Configure-Price-Quote, and Order Management.

# LTIMindtree Solution

LTIMindtree started by facilitating design thinking workshops focused on harmonizing and rationalizing the Lead-to-Order process across 20 business divisions and 15 countries. This helped LTIMindtree to develop a global template design that would support centralized business practices, while being modular enough to incorporate the critical needs of local markets.

Quoting and pricing process has been implemented to enable guidance, controls, and approval workflows with minimal manual interventions. Mobile enablement of the end-to-end process allowed the sales and field service team to make quick actions, thus improving the sales cycle and conversion. The solution has been deeply integrated with the ERP and supply-chain applications to ensure real-time visibility throughout the customer life cycle.

Now, the executive management can generate a real-time global view of the business throughout the Lead-to-Cash lifecycle and mitigate historic revenue loss.



## Business Benefits

# 50%

Improvement in sales cycle.

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# 45%

Increase in user process adoption.

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# 50%

Reduction in sales cycle time through  
mobile-enabled CPQ solution.

### About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.