CASE STUDY

SAP Sales & Service Cloud Implementation
for a Global Specialty Chemicals and Equipment Manufacturer

Client

Our client is a leading international specialty chemicals and equipment provider. They supply chemistry and equipment solutions for printed circuit boards, IC-substrate, and semiconductor manufacturers. Additionally, they cater to the automotive, construction, and furniture industries by offering specialized chemicals and equipment for decorative and functional surface finishing.

Business & IT Drivers

The objective was to develop and deploy a global template solution for their complex surface-finishing business, which offers chemistry, equipment, and services across 30+ countries where no CRM solution existed.

Key Challenges

The client had a highly customized legacy SAP ECC landscape with significant technical debt, requiring simplifying systems and processes.

The absence of a holistic customer view hindered understanding of customer needs and efficient internal resource utilization.

Sales representatives lacked a centralized system for managing leads and opportunities, relying on scattered records in emails, text messages, and notes.

The project aimed to minimize cost, duration, and risk by maximizing standard product capabilities and adopting best practices.

The customer's first experience with agile implementation methodology was a challenge.

Covid-19 travel restrictions across Europe at the project's inception prevented face-to-face interactions.

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LTIMindtree Solution

- We implemented SAP Sales & Service Cloud integrated with SAP Cloud Platform Integration as middleware.

- Our template solution was launched in pilot countries before rolling out to 30+ countries.

- Standard product capabilities addressed most business requirements.

- We ensured seamless integration with SAP ECC and Microsoft Outlook.

- We developed a complex feature to record current sales vs. the potential for each customer and calculate market share compared to competitors.

- The project was delivered entirely remotely due to Covid-19 restrictions, a first for the customer and our team.

Business Benefits

A unified customer view incorporating sales, service, and backend ERP data in real time, both online and offline.

Streamlined quotation creation using real-time ERP pricing and digital customer signature management.

Enhanced visibility of leads and opportunities in the pipeline, allowing for better prioritization of high-probability deals.

Elimination of offline, paper-based processes, as users now utilize a single tool for everyday tasks.

Improved efficiency of business support and customer service teams, leading to a superior employee and customer experience.

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