

CASE STUDY

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# **From Solutions to Services: Elevating Your Business with Everything as a Service (XaaS)**

# Client

A wholly owned subsidiary of a Japanese multinational conglomerate, which makes data centers more effective, harnesses the power of customers' data, and rapidly scales digital businesses.

The client solves customers' storage and infrastructure by providing end-to-end storage and related integrated services to help them manage hardware, software, and services costs and unlock competitive advantages.



# Challenges

In changing business environments and digitalization across the industry, the Client wanted to adopt and lead the industry by enabling future XaaS business models efficiently and seamlessly. They wanted to change the business model from solution-based selling, i.e., customized offering to outcome-based selling which offers package solutions, thus reducing the Sales cycle.

## The client faced the following challenges:



No Stakeholder adoption of digital offerings



Losing precious time in manual reporting



No streamlined processes creating long sales cycle



Revenue leakage due to no cross-channel interaction



Long contract cycle scaring away potential customers

# LTIMindtree Solution

As an end-product delivery, LTIMindtree created targeted and actionable short, medium, and long-term recommendations across three towers to execute their strategy. We enabled the XaaS transformation to help the client drive product and services innovation with a single unified view, data-driven and agile mindset to deliver business value through our Lead to consulting services.

## **LTIMindtree shaped the transformational capabilities across three key dimensions:**

- Harmonization of business processes across the entire Lead-to-Revenue(L2R) value chain to enable XaaS capabilities
- Comprehensive evaluation of all key personas and their user journey maps and experience criteria for customer, partner, and internal stakeholders
- Review of cross-enterprise data/information readiness and system/ platform limitations to support future-state strategy

# Business Benefits



**4 Levels** of  
ML Ops  
Maturity  
Model laid out



Contracting to  
be done in  
days from  
weeks earlier



Margin  
improvement  
onwards of **200**  
**basis points**



**36+ KPIs** identified calibrated  
to 9 business process



**12 key personas** and their journeys  
calibrated to Lead-to-cash scenarios

**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 [www.ltimindtree.com](http://www.ltimindtree.com).