



Major Water Treatment Equipment Manufacturer boosts Overall Productivity through L&T Infotech's Salesforce Application Integration Services

Client

Major Water Treatment Equipment Manufacturer

Challenge

- Low Revenue Visibility from flow business
- Lack of Applications Integration and no Mobility Solution
- Instance Separation to optimize effectiveness of fragmented business processes

Solution

- SFDC/SAP Synchronization for After-Market Opportunities
 - Fully integrated solution, utilizing powerful capabilities of both, Salesforce and SAP.
 - Integration to avoid duplication of effort from sales team on creating & working through Quotes in different applications.
 - Business visibility to all the revenue coming in from flow business.
- Salesforce1+ GPS with time tracking
 - On-field Service Management with Location & Time Tracking for accurate Data Logging.
- Instance Separation
 - Quick turnaround to instance separation: Data Migration, including notes and attachments in 5 Months.
- Marketing Automation Solution (Marketo), a cloud-based system to assist in campaign management and other marketing activities.

Business Benefit

- Business visibility of all the revenue coming in from flow business.
- Highly cost-effective capacity-based resource models.
- Enhanced Customer Segmentation for better contextual marketing.

About L&T Infotech

L&T Infotech (NSE: LTI) is a global IT services and solutions provider with presence in 22 countries. We solve complex business challenges at the intersection of digital and physical world with our real-world expertise and extreme client centricity. We help clients create better customer experiences, transform processes and build new businesses.

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