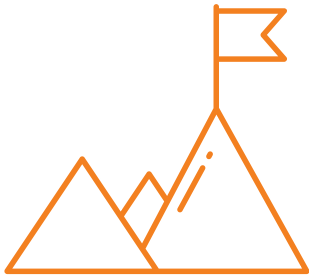




Case Study

Integrated Sales Platform, Streamlined Offer Management Process for Swiss Multinational Manufacturer

The client is a Swiss multinational manufacturer of building materials.



Challenges:

The client wanted to implement a centralized Salesforce-based CRM to enable a 360-degree view of the customer. They faced multiple challenges, including:

- Two separate CRM systems for Europe and EMEA countries, leading to ineffective marketing, sales, and customer service processes.
- Lack of a centralized CRM system and limited ability to gain 360-degree data visibility.
- Ineffective enterprise architecture to manage CRM processes in Europe and EMEA across opportunity, offer, and sales management.
- Disintegrated order management process with no provision to store offer and contract information.

LTI Solution:

Implemented a centralized Salesforce instance with efficient offer/contract management capabilities for 20+ countries and 1700+ users.

Deployed 12 different interfaces with SAP to provide flexibility in customizing business processes.

Developed robust search engine integration to support sales activities and geo-mapping.

Business Benefits:



LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 400 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unparalleled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 35,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Follow us at @LTI_Global

info@Lntinfotech.com