

# Birlasoft Gains Enterprisewide Insight with On-Demand CRM System



Birlasoft  
Noida, India  
www.birlasoft.com

**Industry:**  
HighTechnology

**Annual Revenue:**  
US\$160 million

**Employees:**  
4,000

**Oracle Products & Services:**  
Oracle CRM On Demand  
Oracle Support

*“Oracle CRM On Demand has allowed us to gain deep insights into our customer base and sales pipelines while enabling us to implement consistent processes across our global operations.”*  
– Ravi Kathuria, Sr. Vice President, Global Marketing, Birlasoft

Headquartered in Noida, India, Birlasoft provides information technology services to mid-range and large clients domestically and in Australia, Czech Republic, Germany, Malaysia, the Netherlands, Singapore, United Kingdom, and the United States. The organization’s 4,000-plus staff delivers services such as application development, support and maintenance, enterprise application implementation, integration, infrastructure management, and quality assurance and testing. Birlasoft generates revenues of around US\$160 million and is a division of the global US\$1.4 billion CK Birla Group, whose interests include automobiles, auto components, paper, and cement.

With a highly diversified salesforce using different customer relationship management (CRM) solutions in different territories, Birlasoft found it time consuming and difficult to piece together an accurate picture of sales pipelines and other crucial data. Following a comprehensive evaluation, the company selected Oracle CRM On Demand to standardize sales processes globally and ensure team leaders and management could obtain an accurate picture of sales-related data.

“Oracle CRM On Demand has allowed us to gain deep insights into our customer base and sales pipelines while enabling us to implement consistent processes across our global operations,” said Ravi Kathuria, senior vice president of global marketing at Birlasoft. “We expect to reap further benefits once the system is fully implemented at the end of 2008.”

## Consolidating Data Across Global Operations

Birlasoft’s sales teams across the world were using a disparate range of systems and software to manage customer and sales data. In the United States, teams were using the Maximizer CRM product while other regions were using Microsoft Excel

**Key Benefits:**

- Improved efficiency by implementing consistent global sales processes
- Delivered accurate enterprise-wide sales and pipeline data to support senior management decision making
- Slashed time required to generate reports from weeks to minutes

spreadsheets and other systems to keep track of customers and sales activities.

“There was no simple consolidated view of the organization as such,” said Kathuria. “Data was held in multiple systems and it was very difficult to slice and dice to achieve real insight into how we were performing and what measures we could implement to improve service.”

Following a review, Birlasoft realized it needed to consolidate to a single system. “Our key criteria were that the system be easy to use and be able to scale in line with growth,” Kathuria said. “We shortlisted three solutions: Oracle CRM On Demand, Salesforce.com, and an upgraded version of the existing Maximizer solution.”

**70%-Plus ROI Expected In First Year Alone**

The selection of Oracle CRM On Demand in March 2008 and subsequent nine-month, three-phase implementation process has delivered extensive benefits to Birlasoft.

“We didn’t look at the system as an investment but more as an essential item,” said Kathuria.

“To date, we have slashed the time required to create essential reports from weeks to minutes. We also have the benefit of a single repository of customer reports and analysis, giving us clear visibility of the state of our pipeline and business globally. We expect to achieve a return of more than 70% in our first year.”

Birlasoft senior management meetings are no longer bogged down with discussions about the accuracy of data and participants can instead discuss responses and initiatives with confidence.

**Oracle Support Delivers the Goods**

Delivery of the Oracle CRM On Demand solution is being backed strongly by Oracle Support.

Kathuria described the quality of support from Oracle throughout the deployment as “fantastic,” with immediate solutions provided when issues arose.

**Why Oracle?**

Following a comprehensive analysis in January 2008, based on Six Sigma decision support tool the Pugh Matrix, Birlasoft opted to implement Oracle CRM On Demand. Birlasoft ruled out the Maximizer upgrade option because the Oracle solution offered

ease of use, ease of implementation, and did not require internal IT teams to undertake time-consuming installation and maintenance tasks.

“Our options boiled down to Salesforce.com and Oracle,” said Kathuria. “We opted for the Oracle solution due largely to our strong ongoing relationship with the vendor.

“We are already using Oracle’s PeopleSoft Enterprise Human Resources and other modules and our service offerings span implementations of Oracle E-Business Suite, PeopleSoft, and Siebel on-premise solutions.”

With Oracle offering Birlasoft an overall better value through Oracle CRM On Demand product, the organization made its decision in March 2008 and began training implementation teams.

The system is being deployed to about 100 users companywide: 40 in the United States, 15 in Europe, 35 in India, and 10 in the Asia-Pacific.

### **Implementation Process**

“We started our implementation in April 2008 and the project is being phased in over three phases,” said Kathuria. “Phase one was undertaken over three months and involved implementing the marketing, sales, and analytics functionality.”

The next phase, also implemented over three months, entailed fine tuning the system in response to queries and requests from users, while the final phase, being conducted over the last three months of 2008, incorporates integration with other company systems, Google Maps functionality, and social media.

“This enables us to do things such as identify the physical location of some customer sites and view the birthdays of key customer personnel and wish them well accordingly,” said Kathuria.

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