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# Making Customers Successful

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## An Indian Perspective

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# What is “customer success” ?

## **Business benefits**

- Consistency and reliability of data across the organization
- Streamlined transaction processing
- Operations-level reporting
- Integrate all key information in the organization
- Standardize and speed up core business process
- Reduce inventory and non-performing asset
- Standardize HR information

# Indian Industry Scenario

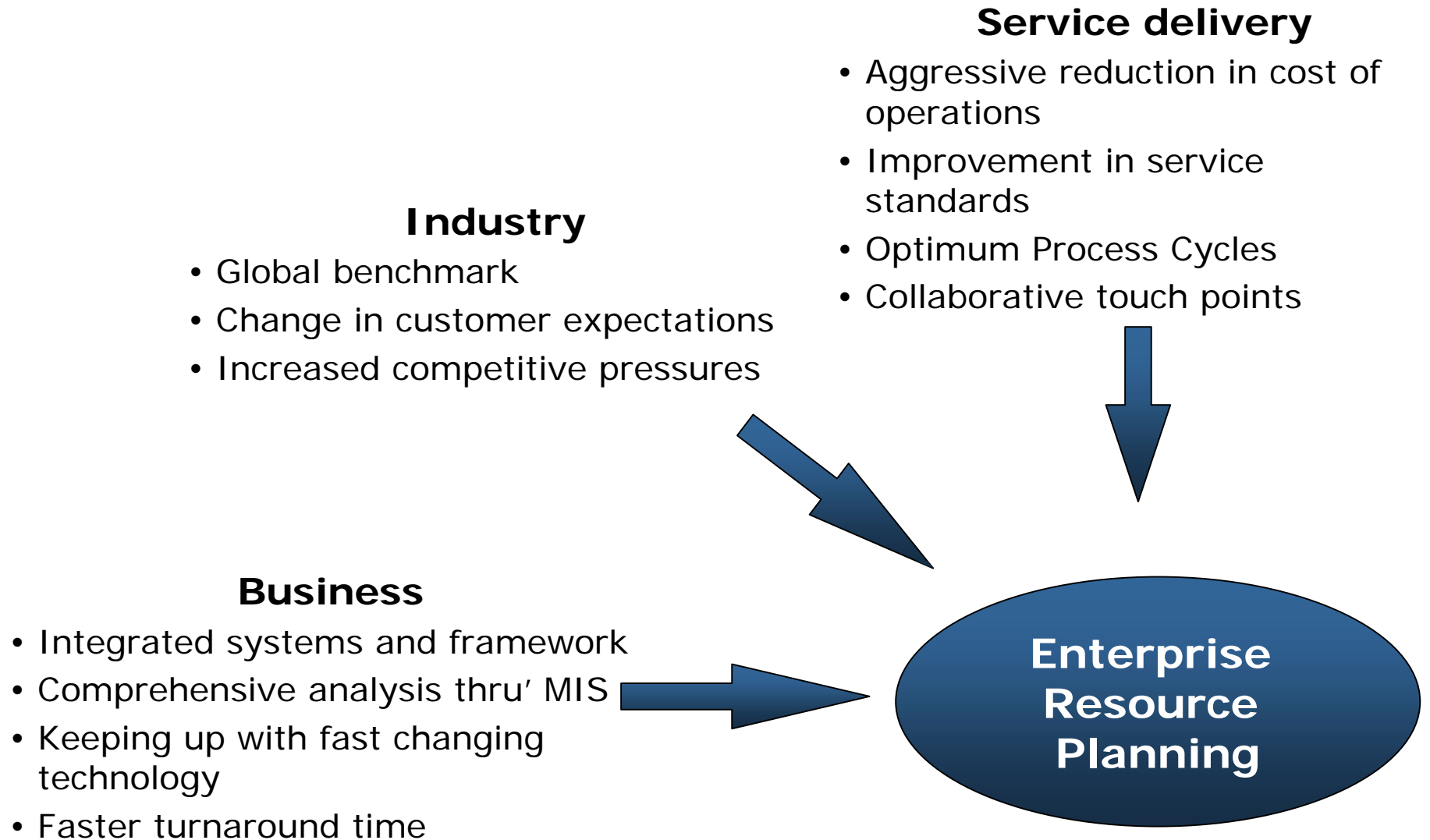
- Larger organizations are trying to extend the reach of their ERP systems to cover all business functions as well as automate some of their interfaces with their customers and suppliers as well other legacy systems
- SMEs are actively trying to automate their business processes
- Organizations are also trying to explore the use of Internet to manage their business processes
- Mid-tier vendors are aggressively expanding the market through extended offerings and adding functionalities to existing products
- The larger part of the Indian ERP story is just three to four years old. And such organizations now stand to gain even more from the refinements on top of the basic ERP
- Most Indian organizations look for end to end solutions and not a piece meal approach

Source: IDC; Dataquest;

## Key Challenges ...

- Technology investments should meet business objectives
- Cost control initiatives especially for SMEs
- Flexibility to respond to changing business requirements
- More informed management decision making
- Changes in ways of doing business
- Maintaining/ increasing customer loyalty
- Localization

# ERP can give companies an edge in meeting the Business Objectives



# Customer' success depends on the right choice of product and partner

## Customer Expectations .....

### From Partners

End to end solution provider for the IT department in the organization encompassing the following areas

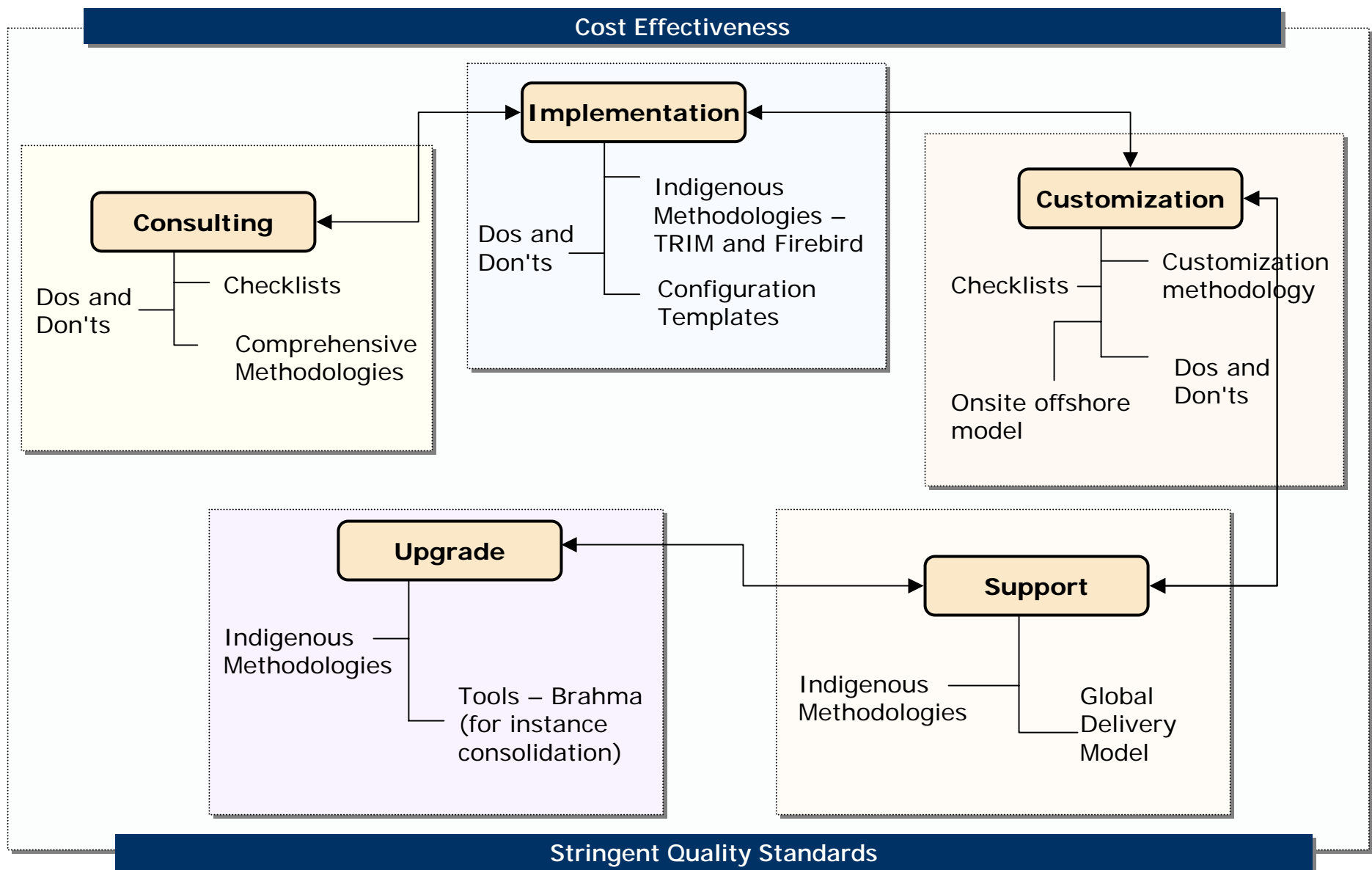
- Consulting for the right solution from the business perspective
- Identifying and enabling change management and transformation in the organization
- Evaluating the product vendors
- Partner in implementation, identify system requirements from the customer perspective
- Providing system integration and support services
- Conducting training and awareness programs
- Tie up with product vendors for better service and continued support

### From Product Vendors

An end-user survey of 200 enterprises pointed to these four factors as the triggers for selection of an ERP solution

- Industry-specific and mission-specific functionality
- Compatibility with current platforms
- Degree of customization possible
- Localization

# Adding Value to the Customer



# This is how it worked in TCS.....



# Case Study : Dudhsagar Dairy(Amul)

**Integration of procurement, manufacturing(dairy plant) and order management to significantly reduce time to market and production cycle time to meet increased demands**

## Business Drivers

- Optimize returns to stakeholders – farmer families
- To be aligned with the industry best practices
- Easy availability of info across the organization
- Improve operational efficiencies

## Best Practices

- Big Bang Approach
- Proven Implementation Methodology
- Enabling change management across the various layers in the organization
- Obtaining high level of commitment from Project Sponsor

## Major Accomplishments

- First of its kind of implementation in an co-operative based dairy industry
- Successful integration with Business critical legacy applications for milk procurement and society transactions
- Integration with Customer Application for Order Management
- Implementation of Oracle Apps at Main Dairy Plant, 5 remotely located chilling centers and 2 Cattle Feed Plants
- Transformation of organization from low computer literacy to use of state-of-the-art technology

## Results

- Successful Implementation of Oracle Applications 11.5.9 covering Oracle Financials, Order Management, Purchasing, OPM and EAM with online interfaces to business critical custom applications

## Implementation of an ERP in a single instance across the globe leading to standardization of processes and enhanced ROI

### Business Drivers

- One ERP Enterprise
- One global software model
- Global data visibility
- Standardized processes across businesses
- Integrate for faster acquisitions
- Web based Order capture process
- Better warehouse management
- Smooth supply chain process
- "state of the art" systems support
- Proper financial recording and reporting
- Enhanced ROI

### Best Practices

- SOP published in Quickplace
- Improved change control process
- Documented and Improved Transition process from previous vendor
- Improved SPR prioritization process
- Code freeze process during critical milestones
- Seamless onsite-offshore coordination
- WAR Room

### Major Accomplishments

- Rapid resource ramp up
- Smooth transition from previous vendors and consultants
- High Customer Satisfaction index ( 89.2% )
- Successful Rollout to more than 69 sites at 34+ countries
- Successful Q3 Closing
- Higher SPR resolution rate compared to previous vendor
- Smooth transition from various releases.
- Smooth upgrade to Oracle

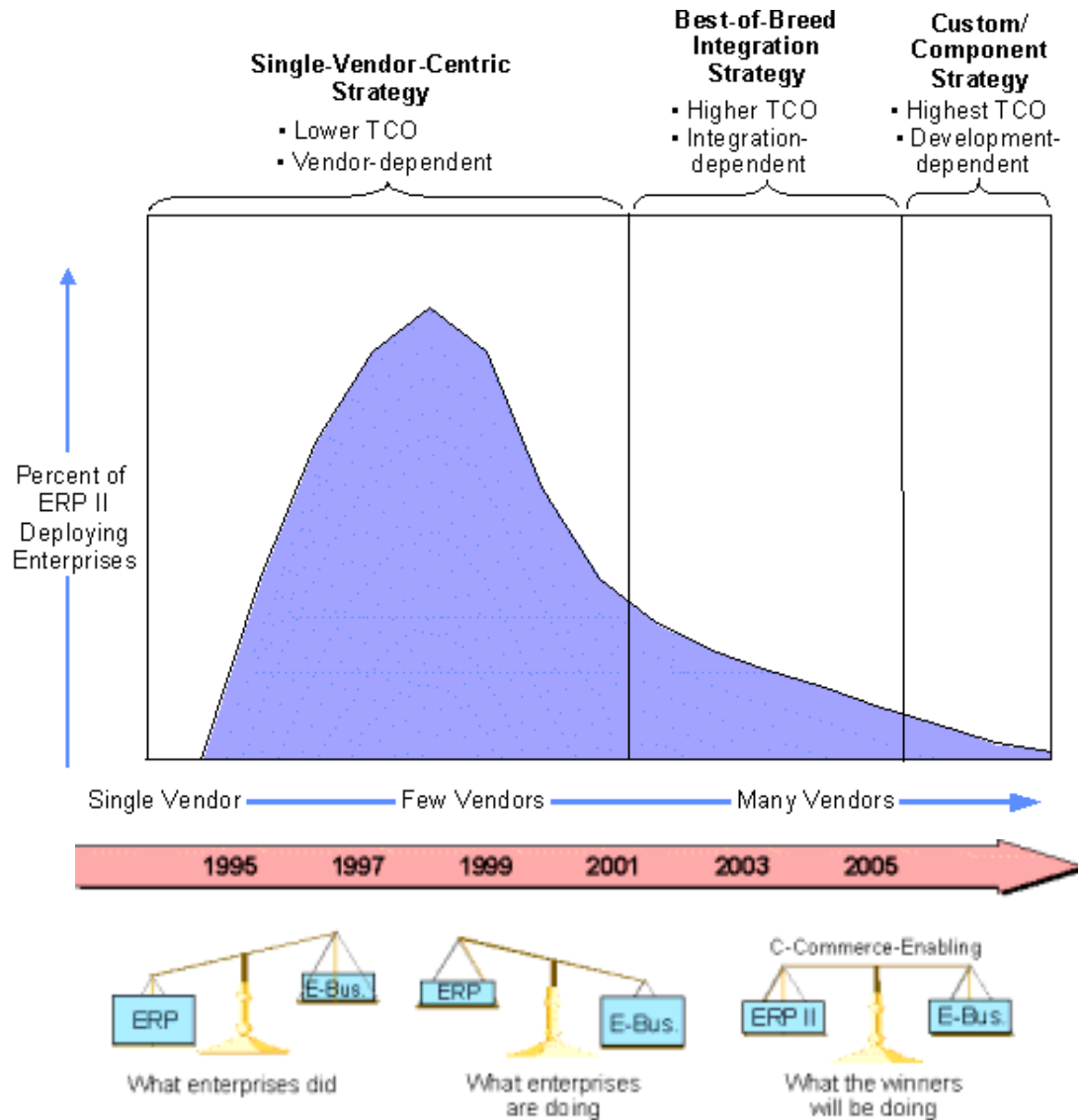


*"We are confident that TCS is the partner that can best help us leverage technology to better serve our customers"*

**Mitchell Habib**

CIO, GE Medical Systems

# Going forward – the Customer's perspective



- Integrating best-of-breed components into core ERP II vendor offerings, as single-vendor-only solutions will no longer be possible
- Managing ERP II deployment in an environment where enterprise technology infrastructures and application portfolios are in a constant state of change
- Dealing with an increasingly constrained supply of resources available for the effort
- Balancing ERP II investment with other critical technology initiatives, such as e-business