EASE OF DOING BUSINESS: ENABLING CHANNEL PARTNER EXCELLENCE FOR AN INDUSTRIAL LEADER WITH THE POWER OF SALESFORCE

Abstract

The client is a global leader in solutions for smart, healthy, and sustainable buildings. They offer products, services, and digital solutions to optimize building performance, improve safety, and enhance comfort. The client wanted to empower its channel partners to win big in a multi-tier, multi-product, and multi-channel environment. They chose to partner with Infosys to build a next-generation commercial digital platform that would enhance their enterprise partner and ecosystem capabilities. The solution has provided a single access point for 60,000 channel partners globally.

Infosys®
Navigate your next

Challenges

The client wanted to streamline the sales cycle for higher revenue growth and improved productivity apart from reducing cost. But there were several challenges.

The lack of visibility on end-to-end order delivery and fulfillment by partners led to a complex sales lifecycle experience for partners. Moreover, partners were forced to use multiple portals and disparate processes (such as catalog, content management system, quote to order, shipment to invoice, and warranty) to conduct business with clients across different product lines and offerings. All this was compromising productivity.

The absence of standardized data-driven processes along with a training and solution mindset had led to the commoditization of the client's products, minimization of product differentiation, and increasing partner dissatisfaction. This was consequently affecting partner mix and demand generation. Further, the time-consuming manual processes and non-centralized data had limited the client's ability to take quick action and present actionable insights such as ROI and revenue analysis.

Infosys Approach

Infosys adopted a unique approach to help the client address their challenges and achieve commercial and product management excellence. We leveraged Salesforce to create a next-generation digital platform that would act as the foundation to foster delightful customer and channel partner relationships. The Infosys Salesforce approach was underscored by the values of 'Integrity First, Purpose-led, Customer-driven, Future-focused, One Team'.
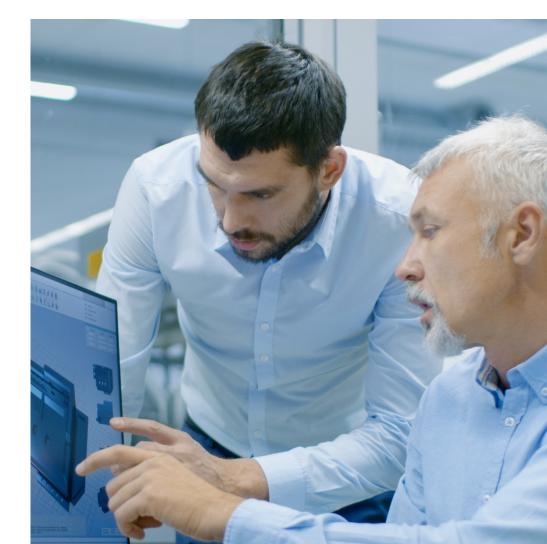
The platform is based on the three pillars of creating customer centricity, establishing leadership in products and technology, and building accessible channels for execution. More specifically, Infosys focused on accelerating innovation to translate customer problems into new opportunities for business growth. We helped augment the enterprise partner and ecosystem capabilities through modern products and technologies by rolling out a common template across all producer business units (PBUs) and regions. Infosys also improved accessibility by extended functionality for channel partners and their customers. This reduced dependencies on the client, increased customer-centricity, and improved overall productivity across all independent business units (IBUs).

Infosys Solution

Infosys built an easy-to-use, fast, mobile-friendly, and comprehensive global digital platform using Salesforce CloudCraze B2B Commerce. The platform was supported by Salesforce partner communities, Heroku Connect, and MuleSoft Integration Platform.

The new platform provided a single point of entry for 60,000 channel partner users across North America, Europe, Latin America, Middle East, and Africa. It enables sales of global products to channel partners simply and quickly while providing an elevated user experience. Partners can browse, quote, order, track, and manage parts and warranty. Infosys helped the client standardize the channel partner user experience across the globe and PBUs, which has increased adoption, usage, transactions, and revenue.

Outcomes

- **Unified channel partner experience** – The intuitive UI provides a 360-degree view of the customer portfolio for all product business units across the globe and supports 18 languages

- **Simplified and standardized IT processes** – Common services with common templates helped standardize and simplify IT development with minimal customization, thereby achieving economies of scale for over 60,000 partners including business users, dealers, and distributors

- **Single source of truth** – Integrated over 50 applications across sales, services, and marketing business lines from product catalog, pricing, and contracting for a seamless quote to bill experience across 80,000 accounts

- **Single window for all activities** – All sales, service, and marketing activities can be performed through a single portal that handles quoting, ordering, raising complaints, and issuing requests

- **Digitalized quote and order management** – Designed, developed, and delivered a digital pricing and contracting solution for all client contracts with custom-built order tracking management that handles 300,000 shipped records

- **Ease of doing business** – The new UI has simplified navigation, bringing in greater business efficiency. The interface generates 10,000 unique logins per day, reduces the time taken to search, add, and purchase a product to a mere 38 seconds, and enables global users to search and compare SKUs within 5 clicks

- **Productivity and cost improvements** – Accelerated the response time by consolidating internal processes and deploying modern technologies. This allows the client to respond quickly to partners while internal teams can optimize time spent on sales, support, and service activities

For more information, contact askus@infosys.com

Infosys
®
Navigate your next

Infosys.com | NYSE: INFY

Stay Connected