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SAP Innovation Awards 2019 Entry Pitch Deck

Revamping Customer Experience- A Transparent
Transformation Journey with C/4 HANA Implementation

Aditya Birla Chemicals – Grasim Industries Limited (Epoxy
Division)





This year we are introducing the ability to provide us with a short video (no more than 3 minutes), that describes the challenges your project addresses and any notable benefits.

To provide a video:

- Create your video
- Post to [YouTube](#), [Vimeo](#) or other publicly accessible site
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Customer Engagement Transformation and Sales Process improvement through C4C

Grasim Industries Limited



PwC Team has a very rich SAP expertise and is able to offer meaningful solution to their customers. The team that worked for Grasim industries comprised of

- Two functional consultants , who seamlessly converted business requirements to a technology solution
- A developer or technical consultant, who leveraged the inputs provided by functional consultant to customize the system.
- A program manager who managed the entire exercise and provided support whenever there was a challenge.

This team left no stone unturned for understanding our business process comprehensively and then combined this understanding with their market knowledge to suggest a solution as per our needs.

I have to agree that C4/HANA implementation has helped us change the nature of customer engagement and increase profits

Aditya Birla Chemicals has plants across 3 countries. The firm did not have customer engagement software and pre-sales process was over email. The database was maintained in Microsoft Excel . The sales team had to manually coordinate with backend team, who in turn made manual entries in ERP system. In case any data was required at a global level, the teams had to coordinate manually and consolidate.

SAP C4/HANA Solution is implemented to integrate pre sales process with ERP system in real time and also to consolidate data from 3 plants. Features such as Potential Mapping, Budgeting and Forecasting are added to facilitate inventory planning and minimize costs.

SAP C4/HANA enabled real time integration of pre-sales process with SAP ERP system Business can analyze consolidated data from system at multiple levels for all 3 plants, eliminating manual coordination and significantly reducing chances of error.

Products under Research and Development could be tracked centrally through C4C system. Cost incurred and ROI achieved from sample products can be estimated more accurately.

Customer creation time has reduced **from 2 days to 1 hour**

Data transparency has significantly increased, thus reducing errors by **more than 95%**

Man hours spent on administrative work reduced by more than 90% owing to availability of consolidated data in C4C



Partner Information

PwC

Implementation Partner



PwC carried out a comprehensive business understanding of Grasim Industries' Epoxy division business processes and implemented best possible C4/HANA solution by leveraging its expertise across a variety of industries.

PwC also helped seamlessly integrate SAP ERP with C4/HANA, thus ensuring that business make best use of both platforms for increasing profitability and enhancing customer engagement





Business Challenge & Objectives

- Aditya Birla Chemicals has plants across 3 countries (namely India, Germany and Thailand) for Epoxy business. The firm did not have a customer engagement software and so entire pre-sales process was over email communications. Customer and product master among others was maintained in spreadsheet
- The sales manually coordinated with backend team, who in turn made manual entries in ERP system. Average turnaround time to create customer was 2 days owing to lag between customer conversion and creation of Sales Quote in ERP system
- There was no provision to track progress of products under Research and Development. Budgeting and forecasting was difficult in the absence of a system.

- C4/HANA Solution from SAP is implemented for Grasim Industries – Epoxy business to revolutionize customer engagement process across 3 countries .
- C4/HANA is integrated real time with ERP and so sales quotation can be triggered at the backend as soon as a prospect is converted to customer in C4/HANA
- Potential Mapping, Budgeting and Forecasting are added to facilitate inventory planning and thereby minimize costs.
- Research and Development progress of products can be tracked– standard sales cycle of Lead, opportunity and prospect has been leveraged for the same.



Project / Use Case Details

C4/HANA solution is elaborated as below:

Lead Management & Project Development (including R&D)

- Lead and Opportunity Management is used to capture and track both external and internal leads
- R&D product will be captured as lead. All phases for 7 step R&D approval process will be configured
- A web service is provided to Website team to generate Leads on C4C

Sample Request

- Lead and Opportunity are used to capture and track all sample request.
- Before sending sample to customer, Opportunity is converted to Quote/Order
- Standard C4C reports are in place to keep track of Opportunities
- Customizations are implemented for sampling process

Customer Creation

- C/4 HANA capability has been leveraged to create Customers and Prospects
- System has been customised for to combine common customers from Thailand and India

Visits & Surveys

Below objects have been created in system to improve customer business:

- E-Mail Templates Including Surveys,
- Target Groups
- Visits with tasks , surveys, follow up items, pictures and attachments
- Tour plans have been created



Project / Use Case Details

C4/HANA solution is elaborated as below:

Potential Mapping

- A functionality has been configured to capture the existing potential of selling to a given customer
- A 'Competitor' functionality is configured to capture the competitor scenario in the market.
- The data about the existing potential and competitors are captured in custom reports

Dispatch Plan & Account Receivable (AR) Status

- A custom screen has been created to enter and update the dispatch plan which is maintained manually
- Reports have been created to view maintained dispatch plan.
- A web service has been created on ECC to be consumed on C4C to get AR against customer

Sales Performance and Sales History

- Standard reports for sales in C4/HANA to track sales performance for the team
- Custom report has been created to combine sales data for Thailand and India customers.
- Sales Target Planning has been implemented to set and measure sales revenue targets for a specific time against various parameters such as salesperson, territory, product etc.

Customer Profile & Pro Active Margin Analysis

- Customer Summary report has been created along with to view customer profile
- Standard price list is used to arrive at Margin analysis and proactive contribution



Benefits and Outcomes

Business / Social

C4C Implementation has facilitated business in below ways:

- Availability of a robust and scalable IT solution platform that automates several day to day operations thus reducing response time for client's customers , and leverages best practices in industry to align with management's growth strategy.
- Reduction in Inventory carrying costs – With the help of budgeting and forecasting feature, business can now accurately gauge the demand and procure supplies accordingly
- Integrated and simpler landscape – Multiple applications running in silos are now replaced by single C/4 HANA system that maintains processes of all plants across globe. This has reduced costs by at least **40%** through reduction of man hours and reduced error in data management to NIL as manual coordination is no longer required.

Human Empowerment

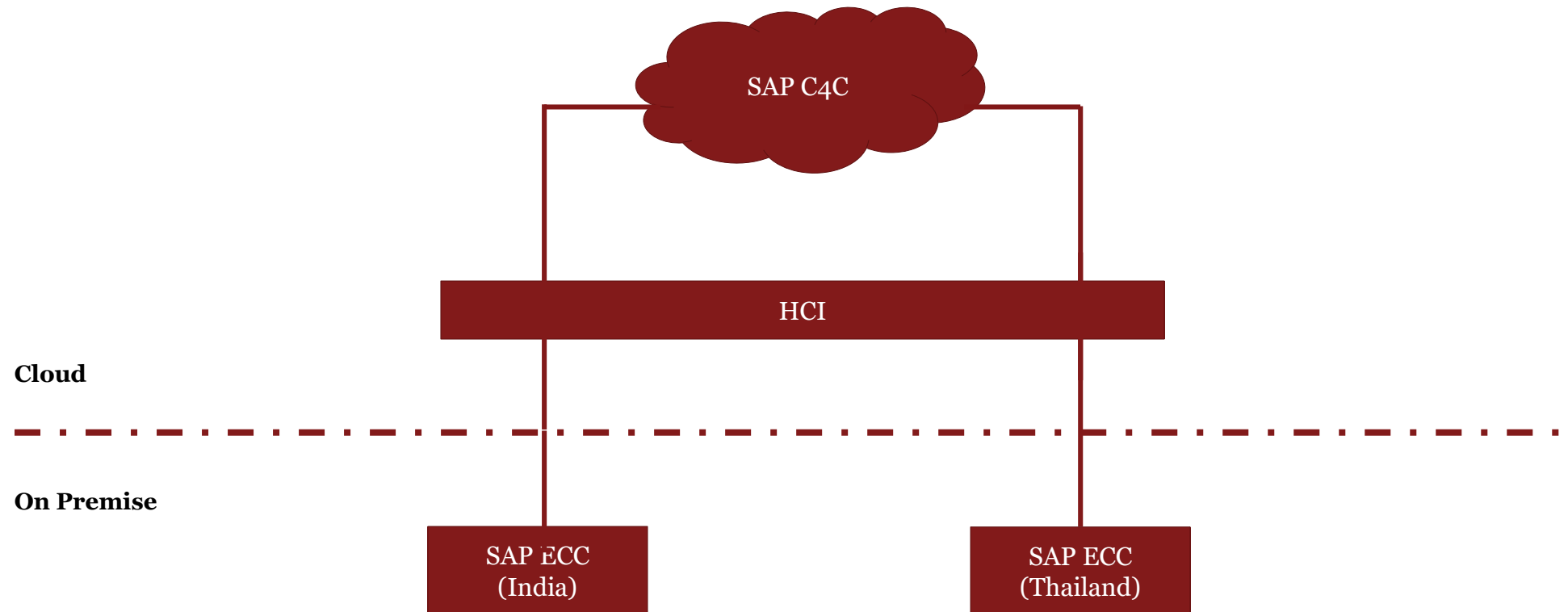
C4C Implementation helps employees in the following manner:

- Employees need to spend **95%** less time on administrative work such as data entry and coordination and can work on more productive activities directly aligned with both business and personal growth



Architecture

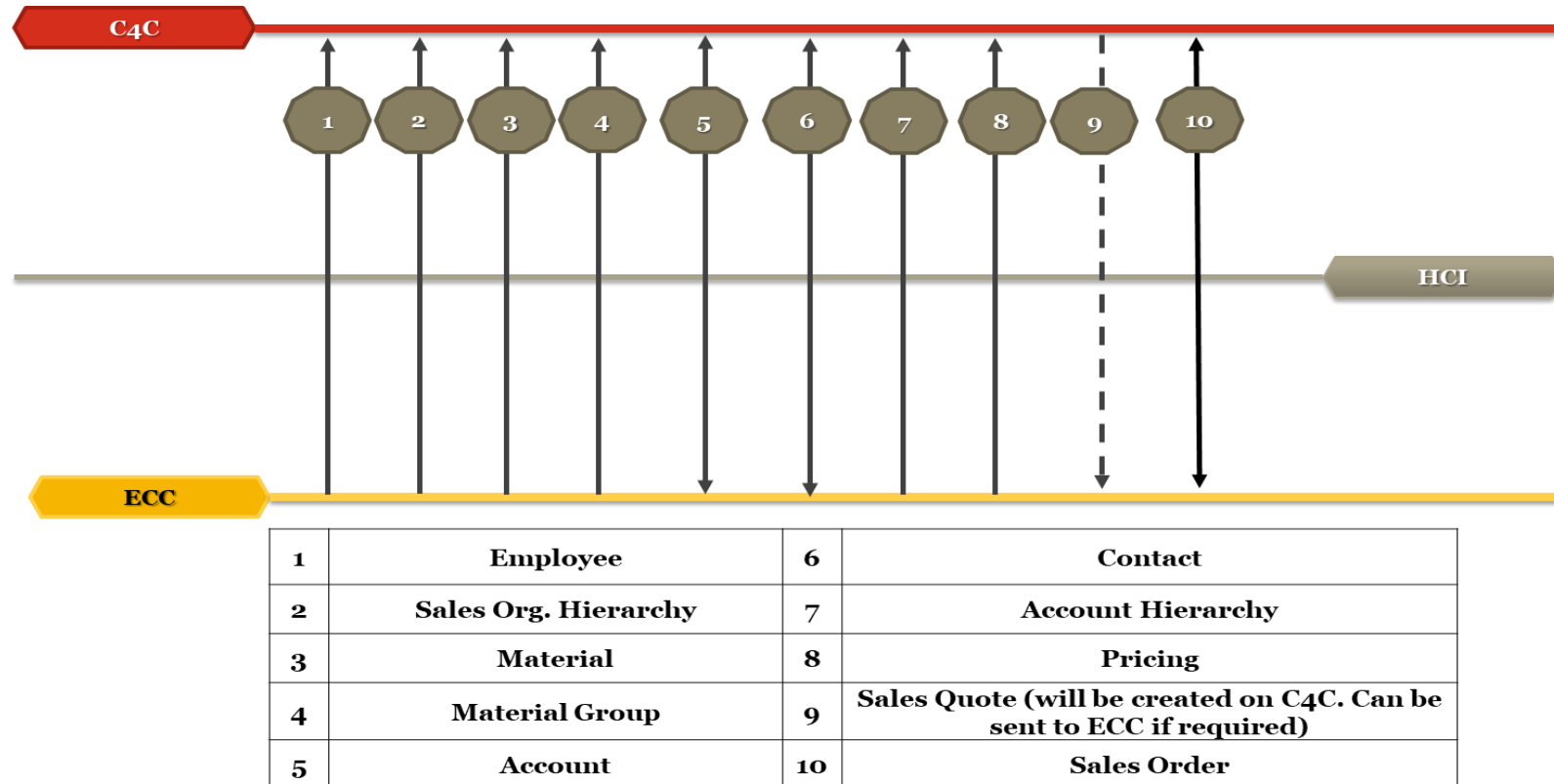
Below diagram shows how SAP C4/HANA integrates with ERP in the backend.





Architecture

Below diagram explains the interface between C4/HANA and ECC in greater detail.





Deployment

Date of Deployment or POC:

Number of live users:

70

SAP Technologies Used:

Technology Used

Deployment Status

SAP C/4 HANA

Live

Server Processor:

Linux Distribution:



Emerging Technologies and Use Cases

Presently the client is using SAP C4/HANA for pre-sales and post sales integrated with SAP ERP for actual sales and procurement processes. However, as client develops confidence in cloud solutions and grows its business, other cloud solutions offered by SAP can be adopted

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	No	N/A
2.	IoT	No	N/A
3.	3D printing	No	N/A
4.	Blockchain	No	N/A
5.	API Economy / Integrate the Intelligent Enterprise	No	N/A
6.	Cloud Native / Event Based Architectures	Yes	Yes
7.	Extending the digital core with SAP CP / ABAP in SAP CP	Yes	Yes
8.	SAP Leonardo Application (extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	No	No