

Who is Triumph Motorcycles

Triumph Motorcycles Ltd is the largest UK-owned motorcycle manufacturer, established in 1983. The company aims to provide every rider a perfect riding experience and be the first choice of motorcycles luxury brand. The company also sells motorcycle clothing with post sales and warranty services. They have operated the business across the globe with their main manufacturing plants in Thailand.

In late 2022 / early 2023 Triumph Motorcycles started to look for the solution to transform business quality as its their 1st horizon. COO and CIO has the vision to transform their entire operational system inventory/warehouse management, product, and pricing catalogues, Sales and customer service etc. The business has transformed the way of work to be more Digital. Therefore, IT Team and business solution to build secure workplace with better productivity to organization and its outlet across the world.

They have been engaged by other vendors for this deal. Microsoft were in high competition with SAP for transformation project as well as Palo alto, VMware WS1 and Trend Micro for security project.

Challenges:

- Triumph Motorcycles systems for sales and marketing were on multiple system with DB lock. Sales and service data to analyse for the customer insight information. Business CCO Paul S. wanted a centralised single system with real time analytics solution to give tailored experiences for customer.
- The business is running on trust basis among their customer, dealer and Triumph motorcycle. A major challenge for IT Team to manage security governance due to complexity and incompatibility of email, spamming and phishing, risk monitoring tool with solution recommendation and recommendation.
- Competitor(Salesforce) has offered a very strong competitive price with Marketo.
- Business impacted during year 2020 – 2022 due to Covid 19. The CFO implemented financial discipline.

How we won :

Customer Business focus strategy :

- Account team targeting effective business cases to discussed with the customer by focussing on cost optimization and better customer satisfaction).
- The clear plan that we aligned with our partner based on each other experiences with customer.

Relationship planning :

- We optimized Digital selling tool (ABM) to be our gate key to open us to connect with the sales related to customer interest + recommendation.
- Customer / stakeholder contact sharing and introduction by each side (Partner, Customer and sales).

Cost optimization :

- We speak to the customer about cost optimization from business operation through one M.
- Customer centric commercial offering to secure the deal from high competition and able to deliver value.

Adoption and business success in transformation :

- Unified support is key customer success business transformation factor.

Resource provided for Business case via partner :

- We allocate the Ecif for presales stage to build customer business case. This is to make sure the customer is ready to buy.

Technology :

- We pitch customer with Copilot and Open AI with business case how can it helps with Automation. We will adopt such technology in future.

What next:

- Future Transform for their customer service global team > D365 CSE + Digital messaging and automation.
 - Future rolling out for sales dealership > D365 Sales Enterprise + Sales Copilot
 - D365 for HR (Infor Replacement)
 - TOL system for centralize view. D365 + Power platforms
 - Phone system for Sales Dep worldwide
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- M365 E5 seat increment and Defender for O365 P2
- Realtime data analytics

