

Transformation and change management with Global SAP AMS

COUNTRY
India

INDUSTRY
Multi-brand retail & manufacturing



About Client

The client had a wide variety of products and a large sales team touching over 1.5 million homes in the surging direct sales market in Asia. To simplify the complex business model and improve customer service and support levels, our client chose SAP. Additionally, they considered SAP technologies as a great tool to improve supply chain availability to promise, use the stocks more efficiently to reduce the dead stocks and losses & warehouse management, and other mission-critical business processes.



Business
Challenges



Our
Solution



Business
Benefits



Business Challenges

The client investment in SAP fell short of expectations due to an unreliable and inexperienced IT partner, particularly in Application Management Services (AMS).

- Poor quality support services
- A six-month backlog of over 300 open tickets
- Poor documentation
- An unstable SAP environment due to patches, hot packs, and service packs not being released on time.
- Root causes were not addressed, leading to recurring problems in the areas of order management, service management, and marketing activities.





Our Solution

- Prioritized the ticket/project based on urgency and escalated accordingly.
- Assigned oversight of the ticket to an account manager/engagement manager who was responsible for ensuring that our team delivers what the client asked for.
- Documentation with instructions and screenshots was provided as the technical/functional consultants came up with the solutions.
- Once the development or functional work was completed in DEV, the changes were transported into the QAS system. The engagement manager reviewed the project documentation and was responsible for testing the development or functional configuration prior to client review and testing in QAS.

- The client SME was provided with all documentation for the project/ticket and was asked to test the development or functional configurations in QAS.
- The Director of IT signed off on every transport request before the development or configuration is transported into the PRD system.

Following this process, we prevented changes from being transported into the production system before thorough testing was completed. The presence of an engagement manager created a central and easy access point of contact which resulted in an accurate and timely flow of information between Cygnet Infotech and the client.





Business Benefits

- Continuous change management, learning & development across the organization about SAP operations processes which helped streamline the consistent operations of multiple manufacturing units and the retail outlets
- 23% increase in sales for service vertical reduction of COGS by 3%
- Developed a new sales channel for web sales that contributed to 6% of revenue
- Increased customer satisfaction with reduced call center waits times
- Effective customer journey mapping Implementation of the hub and spoke
- Supply chain predictive maintenance using IoT





Established in 2000, Cygnets Infotech works with clients across 35 countries and has a strong team of over 1000 employees. Cygnets Infotech's offerings range from IT Services, Technology Products, and Tax Technology solutions. Aligned with its vision of providing technology enabled business solutions, Cygnets Infotech delivers end-to-end solutions for clients' most pressing business needs.

Cygnets Infotech's Technology Services enables clients to accelerate growth and optimize business operations through, Product Engineering, Bespoke Solutions, IT Modernization, Automation, Implementation Services, Risk Mitigation Services, Information Security & Compliance Services, and IT Staff Augmentation.



Cygnets DES is a partner to clients in the competitive market space and deploys a consultative and customer-centric approach. Its solutions range from standalone bespoke development and managed services to building connected ecosystems across the enterprise and developing smart systems by leveraging emerging technologies like AI, Blockchain, and Hyperautomation.

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