

Digital-transformation

Leading the digital business evolution

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The digital economy is here and it demands companies embrace change to overcome these business disruptions. Organizations must respond to the challenges being brought on by digital innovations and digital culture by successfully delivering engaging customer experiences across channels, improved operations and creating new business models. Birlasoft's Digital Transformation solutions bring fundamental changes to these foundational components of an organization's business to reduce complexity, redundancy, and foster innovation that creates new business value. For some businesses, Digital Transformation is as simple as going paperless. For some, it might mean a full scale change to how they do business. In a nutshell, Digital Transformation is the shift or rather a logical evolution of a business to invest in technology and relevant business models to cater to every transaction that a customer has with the business. The primary factors that drive Digital Transformation still remains the consumer, technology and competition. Only these factors are much faster moving targets today which businesses must continuously review. And some businesses might just miss the opportunity or fail to recognize they are lagging behind.

Birlasoft and Digital Transformation

Birlasoft's understanding of a wide range of clients from different domains gives it granular insight into the digital challenges of each business. Birlasoft has already collaborated with leading providers of Cloud, Collaboration Platforms, Mobile and Data Framework and Content Management Systems (to list a few) to manage and engage any plausible challenge that businesses bring to the table. Consulting, implementations, or support, Birlasoft has experience and solutions for the building blocks of your Digital Transformation.

Benefits

Some of the key benefits that any business can derive by implementing Digital Transformation solutions include:

- Increased Customer Satisfaction & Business Continuity
- Operational Excellence through integrated Manufacturing Operations
- Improved Supply chain visibility and reduction in transport costs Improved Delivery, Reliability and Quality of Service to the customers
- Reduction in Service Operations cost & field force costs

	 Automotive	 Manufacturing	 E&U
Digital Customer Experience	<ul style="list-style-type: none"> • Social Activity Tracking & Reporting Platform • Website Click Activity Tracker 	<ul style="list-style-type: none"> • Social Activity Tracking & Reporting Platform • Website Click Activity Tracker • Web Experience and Digital Marketing Platform • Digital Marketing Services & Staffing 	<ul style="list-style-type: none"> • Social Activity Tracking & Reporting Platform • Website Click Activity Tracker • Web Experience and Digital Marketing Platform • Utility Customer Service & Payment Portal
Digital Operations	<ul style="list-style-type: none"> • Mobile Enabled Warehouse Management Solution • Stock Taking & Product Ordering • Connected Office 	<ul style="list-style-type: none"> • Mobile Enabled Field Workforce Management • Mobile Enabled Warehouse & Inventory Management • Stock Taking & Product Ordering • SSO Reporting & Collaboration Portal • Connected Office 	<ul style="list-style-type: none"> • Mobile Enabled Workforce Management Solution • SSO Reporting & Collaboration Portal • Connected Office • Utility Work Order Management Solution
Transformed Business	<ul style="list-style-type: none"> • In-Vehicle Apps (Infotainment) • Integration Platform • Device Connectivity Framework for Vehicles • Detect and Prevent Vehicle Failures • Remote Data and Diagnostics for Predictive Service 	<ul style="list-style-type: none"> • Enterprise Content Management Solutions • Remote Data and Diagnostics for Predictive Service 	<ul style="list-style-type: none"> • Vendor/Customer eCommerce Marketplace Solution • Remote Data and Diagnostics for Predictive Service

Digital Transformation Focus Areas



Customer Insights

Develop better products and provide better customer experience and service by understanding customer sentiment and actions with Birlasoft social and web analytic and tracking solutions.



Connected Workforce

From mobile enabled field workforce, warehouse and inventory management, to shared collaboration tools and platforms, anywhere and anytime connected workforces are more effective and more efficient.



Experience Management

Gather, manage and understand customer information, deploy and monitor marketing campaigns across channels with Birlasoft digital marketing and experience platform solutions.



Manage Performance

Define and understand your key business measures to sort the critical data from the noise with analytics, dashboards and business intelligence solutions.



Digital Process

Birlasoft governance and compliance solutions provide the foundation for process digitization, increasing efficiency and enables companies to refocus resources on strategic tasks.



Product Innovation Tools

From technology frameworks and platforms, to innovation and rapid development tools, Birlasoft solutions help companies innovate and deliver user centered products and services.

So how do you start your digital transformation journey?

Birlasoft can help. Our mature Digital Transformation practice with highly experienced specialists will assess your current set up and provide you a holistic business view to enable your transformation story. Our assessment includes:

Digital Maturity Assessment

Birlasoft consultants perform a Digital Maturity Assessment, measuring an organization's current digital status across four key areas.

Digital Transformation Case

Birlasoft works with client agents of change inside the organization to prepare a transformation vision presentation, to onboard executive leadership and other key sponsors.

Transformation Analysis

Perform a comprehensive audit of existing digital efforts and infrastructure across the organization. Assessment details the digital readiness, and identifies opportunities for digital transformation.

Transformation Roadmap Development

Create a roadmap based on defined timelines, tracking to client business priorities and goals.

Solution Samples

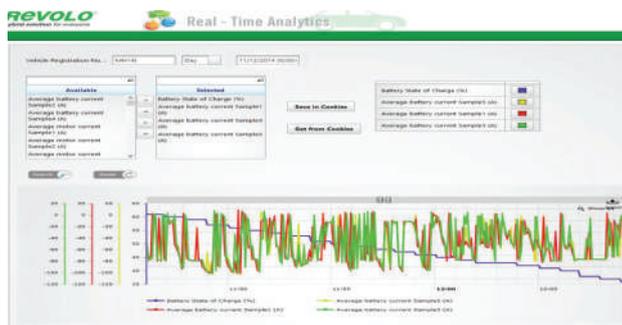
Birlasoft Social Analytics Platform



Birlasoft Market Place – Full Featured E-Commerce



Birlasoft Real Time Vehicle Analytics



K-FieldServe – Field Service Automation



Case Studies

- Created user experience driven business intelligence portal that combines app store functionality and social business for easily accessing and consuming reports for a large North American food manufacturer.
- Enhanced the web presence of a large North American beverage distributor by delivering Web 2.0 features integrating multiple systems and platforms and eliminating the need of multiple storage systems.
- Overhauled the entire website of a geoscience and engineering major to deliver a superior employee and customer experience encompassing specific UX, UI, development, CMS, SEO and testing solutions.
- Delivered ERP power to mobile devices by developing a hybrid iOS app that integrates securely with SAP ERP systems for a large distribution and delivery system company.
- Created a user friendly and effective search driven document management system delivering precise document search results including on-the-fly document creation and document maintenance for a global supplier of drilling equipment.

Talk to us

To learn more about how Birlasoft's Digital Transformation solutions can help you improve the effectiveness and efficiency of your digital initiatives while delivering measurable results, contact us at enterprisesolutions@birlasoft.com



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.