birla**soft**

Karma Automotive Creates a Connected Digital Network to Enhance Engagement and Collaboration with Customers and Dealers

Driving Digital Innovation Far Into the Future

Overview

Birlasoft customer Karma Automotive, an American car company of luxury hybrid plug-in vehicles, is leading digital innovation for their customers (B2C) and their dealers (B2B) and has successfully shifted from an all on-premise SAP landscape using a hybrid solution model using the SAP S/4HANA, SAP Commerce + (CPQ) Configure, Price & Quote + Cloud for Customer.

With close integration between on-premise and cloud applications Karma Automotive now delivers first in-class B2B/B2C omni-channel commerce for managing personalized buying experience, future growth, newer business model and sustainability.

Karma's Key Business Drivers

With Karma Automotive ready to present their first product in the second half of 2016- REVERO, the shift to redefine its commerce and customer engagement strategy was clear. Customers from any part of the world are now able to configure a US Car model or Canada car model with a multi-step configurator, where customers can design the car exterior color, interior color, wheels and brakes. Their custom configuration can be saved to a personalized account called Karma Garage, and submit to a dealer of their choice for a quote.

Karma Delivers a Seamless, Superior User Experience to its Customers.

Karma has successfully reduced the complexity of their SAP IT Landscape with a shift to cloud, delivering global end-to-end B2B/B2C processes for Commerce, Configuration, Accessories, Service History and Leads.

About the Project

With Birlasoft's RDS solutions and CPQ, B2C & B2B CX Accelerators, Karma Automotive's SAP implementation was rolled out in a Two-Step Phased Approach.

Phase I

Consist of establishing a B2B dealer portal for vehicles, product content models in SAP PIM with master data replication from SAP S/4HANA using data hub, vehicle models in SAP (VC) variant configuration replicated in SAP (CPQ) using data loader with user driven configuration, along with asynchronous order management and pricing- enabled in SAP Commerce.

Duration- 12 weeks

Phase II

Consist of establishing a B2B dealer portal for vehicles, product content models in SAP PIM with master data replication from SAP S/4HANA using data hub, vehicle models in SAP (VC) variant configuration replicated in SAP (CPQ) using data loader with user driven configuration, along with asynchronous order management and pricing- enabled in SAP Commerce.

Duration- 12 weeks
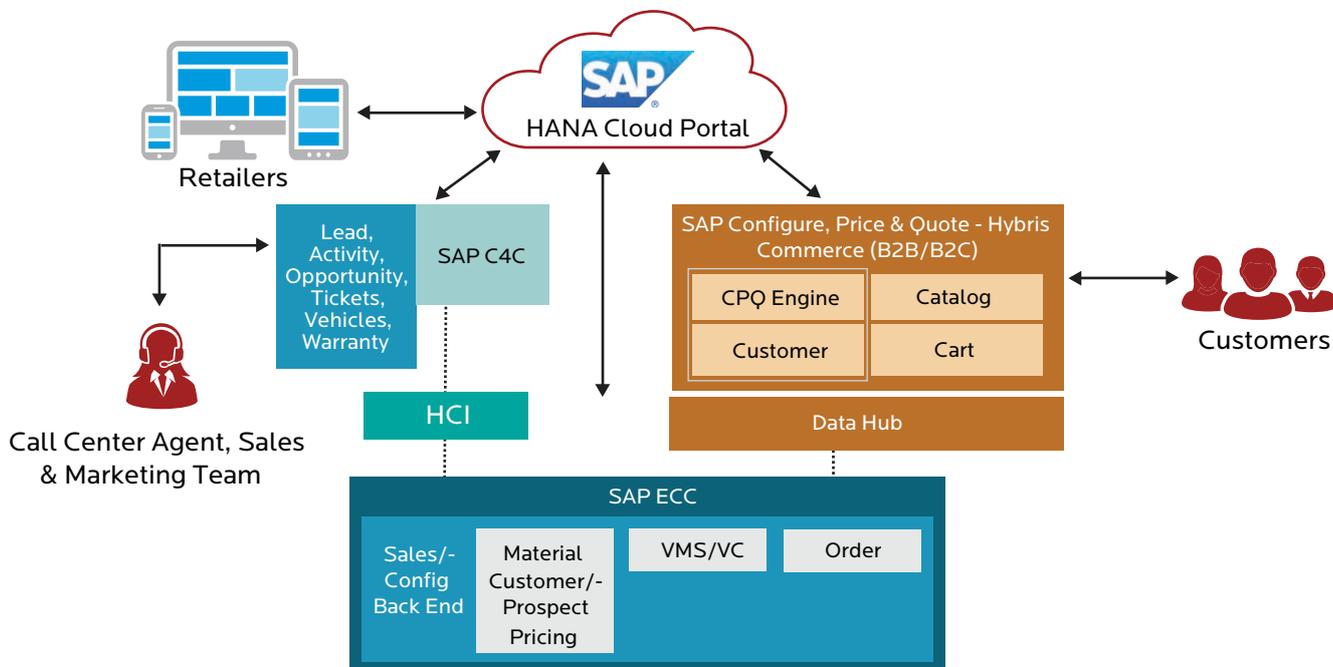
Solution Diagram

About Birlasoft

With over 75+ CX projects delivered, Birlasoft brings the skills and experience to guide you on the path towards digital transformation with BIRLASOFTSimple- SAP CX RDS tools and accelerators for Commerce, Sales, Service, Social, CPQ, Variant Configuration, and with deep SAP ECC integration knowledge and UX/UI expertise. Our global B2B/B2BC CEC footprint provides customers with a true omni-channel experience across every channel everytime to unlock the revenue generating power of customer engagement.

BSLSimple

SAP C/4HANA, CPQ, C4C
RDS & Accelerators

Take Advantage of Our Proven 3 Step Offering for SAP Customer Experience and C/4HANA & Solutions

1. Virtual Round Table

Discover the SAP C/4HANA Solution and its various components Sales, Service, Social, Marketing and Commerce and how these can be leveraged to better meet your overall business goals. We will discuss your requirements with our team and we share creative solutions and relative business use cases using SAP Customer Experience.

2. Birlasoft CEC Assessment / Workshop

The Birlasoft CX team will come on-site to conduct a Business and Technical Discovery leveraging Birlasoft's CX Toolkit. WE will provide a Sales, Service, Marketing and Commerce (any or all) Strategic Roadmap, Investment to Profile and Solution Scope based on your specific application landscape and your transformation requirements.

3. Risk-Free Proof of Concept (POC) Proposal

Birlasoft provides a compelling trial offer. We will provide you with a Proof of Concept demonstration with your company's data. Under this no obligation offer, you can test drive the PoC and evaluate for full deployment.

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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.