Birlasoft CXSPRINT – Qualified Partner-Packaged Solutions for SAP® Customer Engagement Solutions

Certain Outcomes in Uncertain Times

- **40% - 60%** Reduction in Implementation Time
- **100%** Remote Delivery Model
- **50%** Reduction in Project Costs

CXSprint@birlasoft.com
Speed to Value with Maximum Impact in Minimal Time

Birlasoft’s CXPRINT is a low cost rapid implementation approach designed to reduce cost, accelerate speed to value and minimizing risk, across SAP’s Customer Engagement solutions with multiple pre-build features and integration.

CXPRINT gives organizations the ability to deploy the fully integrated version of SAP’s Customer Engagement Solutions for as little as one third the implementation cost of the full SAP Launch approach.

Start at your own pace with a pre-configured “Out-of-the-Box” solution designed to keep the scope simple. CXPRINT lets you build and extend “As-you Go” to fit your business needs.

SAP Commerce Cloud Deployment Comparison

<table>
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<tr>
<th>TRADITIONAL APPROACH</th>
<th>CX COMMERCE SPRINT</th>
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<tbody>
<tr>
<td>Costly with expensive change requests</td>
<td>Fixed fee engagement</td>
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<tr>
<td>Deployment timeframe: typically 9 to 12+ months</td>
<td>Integrated B2B or B2C storefront up and running in less than 12 weeks</td>
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<td>Too many configuration options can be overwhelming, time consuming.</td>
<td>All the functionality and integrations necessary to launch a fully responsive, modern, online store</td>
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<td>Complexity drives reliance on SI for future enhancements</td>
<td>System training and complete functional documentation are included</td>
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KEY FEATURES
- Fully Responsive
- State of the Art Design
- High Performance

DIFFERENTIATORS
- Preconfigured business process & workflow
- Bundle with PIM & WCM enabled tools
- Reduce manual Testing

BENEFITS
- Drastically cut cost
- 100% Security with automatic deployed on commerce cloud
- Increased productivity
Pre-Defined Solutions for CX Commerce SPRINT (B2B or B2C)

**Scope:** Fully Integrated and Operational in less than **12 weeks**

**Approach:** Best Practice SAP® Methodology leveraging Birlasoft’s Unique Tools and Accelerators

### COMMERCE MODULES

- PRODUCT CONTENT MANAGEMENT/DAM
- ORDER MANAGEMENT
- UNIFIED CUSTOMER EXPERIENCE
- ERP/CRM INTEGRATION
- PRODUCTS & VARIANTS
- SHOPPING CART/CHECKOUT
- RESPONSIVE MOBILE
- USER/ACCOUNT MANAGEMENT
- PRODUCT BROWSE/SEARCH & FILTERING
- PRODUCT REVIEWS/CHAT/ASSISTED SERVICE
- STORE LOCATOR/BOPIS
- SOCIAL MEDIA/ANALYTICS INTEGRATION
- PROMOTIONS/CROSS-SELL/UPSELL
- PAYMENT/TAX/SHIPPING INTEGRATION
- WEB CONTENT MANAGEMENT
- MARKETING/PERSONALIZATION
- SCHEDULED ORDER REPLACEMENT
- INVENTORY MANAGEMENT
- WISH LIST/QUICK ORDER UPLOAD ORDER
- TRAINING & POST GO-LIVE SUPPORT

### What’s Included

- Feature-rich online store delivered with reduced risk, cost, and timeline. Cross industry sector- B2B or B2C
- Easily adopt best-in-class UX functionalities such as Product Recommendations, Quick Views, Custom banners, fully mobile responsive website
- OOTB wireframes and navigation with customizable style guide
- Integrations for Payment, Tax, Geo-location, Address Verification, etc.
- Extensive OOTB User stories and Functionality
- Updatable theme
- API framework for rapid integration
- Deployable solution designed specifically for the SAP Commerce Cloud
- Solution testing for quality/regression/performance testing
- CX SPRINT HyperCare warranty support – 10 days post-launch included
- Feature Value Matrix (FVM) & technical specification documentation
- Optional: Birlasoft CX AMS maintenance, support, optimization and enhancements available
Flawless Design Across Front-End and Back-End Processes


KarmaAutomotive.com

Invacare - Is the world’s leading manufacturer of wheelchairs, bariatric equipment, disability scooters, respiratory products and other homecare products. CX Commerce and ERP IT Outsourcing.

AfterMarketGroup.com

For Rack Room Shoes - Optimized the B2C shopping experience, Simplified complex integration scenarios, Improved customer shopping experiences, Increased average order values and Decreased support/maintenance costs.

RackRoomShoes.com
Birlasoft’s Customer Experience Difference

100+ CX projects and Counting
200+ Consultants Worldwide
SAP S/4HANA and ECC End-to-End Integration
Proven Results with Deep UX/UI Domain Expertise
25 Year Footprint Across the SAP Landscape

Global Deployment Capabilities
- Multi-country deployments
- Local country resources
- Award Winning AMS Support

Strong Value Prop
- Cost effective onshore/offshore model
- 16 yr SAP relationship
- Innovation, IP and offshore COE
- Dedicated Marketing team
- CX Reseller

Full complement of CX skills
- CREATIVEx: Creative, UX and Digital Transformation
- TECHNICAL: Onshore/offshore developers
- INTEGRATION: SAP ECC, S/4 and 3rd party

Our Sweetspots
- B2B/B2C Commerce + Product Configuration / Variant Config, CPQ
- Sales Cloud / Callidus
- Service Cloud
- Marketing Cloud

We implement the full CX stack
- Marketing Cloud
- Sales Cloud
- Service Cloud
- Commerce Cloud (CPQ, VC)
- Customer Data Cloud
- Qualtrics

We do the Plumbing
- SAP Cloud Platform Integration
- Legacy Datahub
- SAP S/4HANA integration knowledge

Partner Ecosystem:

Other Birlasoft Pre-Packaged Solutions for SAP Customer Experience

Commerce B2B or B2C
Migration to Commerce Cloud (support Move program)
Service
Field Service Management
Sales
AMS (for CX)
Derive Transformational Value with our SmartAMS for Customer Engagement

What is Application Managed Services?

Historically, AMS vendors have come into play to help organizations reducing the cost of maintaining the solutions, increasing the operational efficiency, and freeing up organizational resources to focus on strategic initiatives, historically called “Keeping the lights on” work.

Birlasoft’s SmartAMS Key Features

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<tr>
<th>Self-Managed</th>
<th>Efficiency</th>
<th>Transparency</th>
<th>Scalable &amp; Flexible Engagement Model</th>
<th>Value Centric</th>
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<tbody>
<tr>
<td>Seamless Transition to managed Services</td>
<td>Cost Optimization and 360° Cognitive Automation resulting in greater operational efficiency</td>
<td>Comprehensive SLAs and KPIs around Resourcing, quality and timeliness</td>
<td>Right-shore Capabilities with Core +Flex demand driven model</td>
<td>Value Harvesting for Business Aligned Continuous Improvement</td>
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KPIs From SmartAMS

- 85% YoY Critical Incident Reduction
- 96% Adjusted SLA Adherence
- 40% Reduction B2R Transition Time
- 22% Reduction in User Generated Tickets in a year
- 29% YoY Cycle time reduction for user ticket resolution
- 28% Service Requests resolved per month through Automation

SmartAMS Services

- **Manage**
  - Governance Management
- **Run**
  - Incident Management, Problem Management, Request Management, Support Functions, Application Operations
- **Continuous Improvement**
  - Ticket Reduction, Process Improvement, Productivity Improvement
- **Enhancements**
  - On-going Enhancement Requests
How to Get Started

Connect with your Birlasoft CX Expert for a free pre-assessment on the project scope by contacting CXSPRINT@Birlasoft.com

Why Choose Birlasoft?

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystems.

10,000+ Employees Globally

Development Centers Located in the USA, India, Germany, Brazil

31 Office Across 5 Continents

2000+ Consultants World-Wide

True Digital Expertise

Innovating with Over 60 Patents

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-dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 159-year heritage of building sustainable communities.

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