Birlasoft CXSPRINT for Aftermarket
Rapid Implementation Services for SAP® Commerce Cloud

Certain Outcomes in Uncertain Times

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

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Speed to Value with Maximum Impact in Minimal Time

Birlasoft’s CXSPRINT 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.

CXSPRINT for Aftermarket gives organizations the ability to deploy the fully integrated version of SAP’s Commerce Cloud Solution, to support an aftermarket storefront, 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. CXSPRINT lets you build and extend “As-you Go” to fit your business needs.

SAP Commerce Cloud Deployment Comparison

<table>
<thead>
<tr>
<th>TRADITIONAL APPROACH</th>
<th>CXSPRINT for Aftermarket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costly with expensive change requests</td>
<td>Fixed fee engagement</td>
</tr>
<tr>
<td>Deployment timeframe: typically 9 to 12+ months</td>
<td>Integrated Aftermarket storefront in 3 months!</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Complexity drives reliance on SI for future enhancements</td>
<td>System training and complete functional documentation are included</td>
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</table>

KEY FEATURES

- Omni-device user experience
- Integration & Extensibility
- High Performance

DIFFERENTIATORS

- Leverage existing distribution channels
- Experience based on brand/currency/region
- Reduce manual Testing

BENEFITS

- Drastically cut cost
- 100% Security with automatic deployed on commerce cloud
- Increased productivity
Pre-Defined Solution

**CXSPRINT for Aftermarket**

- **Budget**: Fixed Price $300k
- **Scope**: Fully Integrated and Operational in 3 Months
- **Approach**: Best Practice SAP® Methodology leveraging Birlasoft’s Unique Tools and Accelerators

### COMMERCE MODULES

<table>
<thead>
<tr>
<th>PRODUCT CONTENT MANAGEMENT/DAM</th>
<th>ORDER MANAGEMENT</th>
<th>UNIFIED CUSTOMER EXPERIENCE</th>
<th>ERP/CRM INTEGRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRODUCTS &amp; PARTS</td>
<td>SHOPPING CART/CHECKOUT</td>
<td>RESPONSIVE MOBILE</td>
<td>USER/ACCOUNT MANAGEMENT</td>
</tr>
<tr>
<td>PRODUCT BROWSE/SEARCH &amp; FILTERING</td>
<td>ASSISTED SERVICE MODULE</td>
<td>STORE/DEALER LOCATOR (PICK-UP)</td>
<td>SOCIAL MEDIA/ANALYTICS INTEGRATION</td>
</tr>
<tr>
<td>PART RECOMMENDATIONS</td>
<td>PAYMENT/TAX/SHIPPING INTEGRATION</td>
<td>WEB CONTENT MANAGEMENT</td>
<td>MARKETING/PERSONALIZATION</td>
</tr>
<tr>
<td>SCHEDULED PART REPLENISHMENT</td>
<td>INVENTORY MANAGEMENT</td>
<td>WISH LIST/QUICK ORDER UPLOAD ORDER</td>
<td>TRAINING &amp; POST GO-LIVE SUPPORT</td>
</tr>
</tbody>
</table>

### What’s Included

- Feature-rich online part store delivered with reduced risk, cost, and timeline.
- Easily adopt best-in-class UX functionalities such as Part Recommendations, Quick Views, Custom banners, fully mobile responsive website.
- Default user experience and navigation with customizable style guide.
- Integrations for Payment, Tax, Geo-location, Address Verification, etc.
- Extensive 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.
- CXSPRINT HyperCare warranty support – 10 days post-launch included.
- Technical specification and training documentation.
- Optional: Birlasoft CX SmartAMS for maintenance, enhancements and optimization.
Simplified Experiences for Aftermarket

*Harmonizing the Customer journey with integrated back-end processing*

**SAF Holland** - Simplified part identification while improving customer shopping experiences, improves efficiency, productivity, and loyalty.

[Pod.SAFHolland.com](Pod.SAFHolland.com)

**Invacare** - Invacare, the world’s leading manufacturer of homecare products, deployed SAP Commerce for Aftermarket as a part of their world-class strategy of an enterprise-wide SAP customer experience platform.

[AfterMarketGroup.com](AfterMarketGroup.com)

**Chamberlain/Lift-Master** - Supporting 5 storefronts including Aftermarket with single Global Catalogue to support multi-country/brand/currency

[Liftmaster.com/Accessories-and-Parts](Liftmaster.com/Accessories-and-Parts)
The Birlasoft Difference

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

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

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

Functional Expertise
- Marketing Cloud
- Sales Cloud / Commissions
- 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:

Birlasoft Packaged Solutions for SAP Customer Experience

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

Historically, AMS vendors have come into play to help organizations reduce the cost of maintaining the solutions, increase the operational efficiency, and free up organizational resources to focus on strategic initiatives, historically called “Keeping the lights on” work. With intelligent and automated SmartAMS, companies, can achieve proactive support, thus gaining insight into issues before they actually impact end-users.

Birlasoft’s SmartAMS Key Features

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

**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 or contact:

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Why 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 – India (4)
USA (1) | Operations Centers – Brazil and UK

5 Continents | 14 offices | 27 countries

2000+ Consultants World-Wide

True Digital Expertise

Industry and Analyst Recognized

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 158-year heritage of building sustainable communities.

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