



GOLD  
**CLOUD ALLIANCE  
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# INNOVATION TO MARKET FASTER WITH CLOUD CRM

Wipro enabled CRM transformation for a large electronics conglomerate in 17 markets across 52 countries with salesforce.com



## CLIENT BACKGROUND

The client is a leading engineering and consumer electronics conglomerate based in Europe, with over 122,000 employees and operations in more than 100 countries.






## INDUSTRY LANDSCAPE

Most industries adopt an end-to-end value chain approach which includes three core processes areas - Idea-to-market, Market-to-order and Order-to-cash. Manufacturers are facing unprecedented challenges in designing the right customer value chains and delivering on time in a highly competitive environment. Moreover, changing demographics, R&D pipeline productivity and evolving business models selling processes have compelled leading enterprises to embrace CRM for a complete process transformation.

## OPPORTUNITY

The client had disparate systems across the 'Market-to-order' (M2O) process area leading to longer cycle times and process redundancy. Sales representatives did not have visibility across the entire sales process. The client needed to implement a unified CRM solution, with standardized sales tools and processes, aligned to their vision of customer centricity and enhance sales efficiency across all three divisions globally.

## BUSINESS IMPACT

-  **10% improved forecasting accuracy**  
- through a **consolidated view** of all account activities
-  **5% increase in overall process efficiency** - leveraging the best practices
-  **Sell more to existing customers** – by improving visibility into account history and transactions
-  **Reduced IT costs** – by phasing out legacy systems such as **U7** and **Siebel**
-  **Acquired new profitable customers** - through improved pipeline visibility and lead management

## SOLUTION

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Wipro enabled the client to streamline their “Market-to-order” process using Salesforce CRM and brought together their three divisions under a single, unified SaaS CRM eco-system. The solution highlights include:

- ◆ Global Template to optimize and standardize processes in 17 client markets across 52 countries
- ◆ 360° customer view, across sectors and markets, to enhance up-sell/cross-sell opportunities
- ◆ Harmonized sales processes for account management, and lead and opportunity management
- ◆ Strategic account planning and roadmap for key client accounts
- ◆ Localized Vs. Global visibility for different markets as per their need
- ◆ M2O Excellence Network of BPO/BPEs to build and continuously improve commercial capabilities



*Wipro helped achieve the client's vision of a connected ecosystem of products and services, by transforming their global sales processes on salesforce.com and enabling them to connect with customers better*



## About Wipro Ltd.

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Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Business Process Services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of over 140,000, serving clients in 175+ cities across 6 continents.

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