



## American Automotive products supplier provides world-class e-learning to customers, increases sales

Wipro leveraged SAP, improving traffic to e-commerce site and reducing investments associated with learning programs by more than 20%



## Client background

**Client:** Global manufacturer and supplier of powertrain components and vehicle safety products

**Industry type:** Manufacturing

**Products/ Core business:** Powertrain components for auto, marine, rail and aerospace industry with aftermarket maintenance services

**Geography:** North and South America, Europe, Middle East and Africa, and Asia Pacific

**Revenue:** \$7.8 billion (2017)

**Employees:** 55,000 (2017)

## Challenges

As a manufacturer of high-quality powertrain components, the client wanted to ensure that customers were knowledgeable about their products and familiar with the technical specifications and SoPs associated with each. Enabling this through a world-class e-learning platform would provide the client with a competitive edge by growing traffic to its e-commerce site, keeping customers engaged, enhancing user experience and improving sales revenue.

## Solution

The ideal learning management system (LMS) identified to meet the client's goals was SAP SuccessFactors (SF). By integrating SF with CRM and Hybris (content management), it became possible for the client to provide visibility to learning processes across locations and identify prospects and leads.

## Business impact

The SF deployment cycle was a short 3 months that provided the client with the best-of-breed learning solutions and a rich consumer-grade user experience. In addition, the solution enabled:



More than 20% cost savings by reducing the amount invested in learning programs, reducing human error and management overheads



Rapid (within two weeks) increase in traffic to e-commerce site



Access to e-learning content on the move



Complete automation of Field Seminar process with reduced cycle time



Unified system for employees, suppliers and partners



Regulatory compliances of learning management in the manufacturing industry



Faster onboarding of M&A workforce



Ad-hoc finance reports for analytics

“The goal for our SuccessFactors implementation to ensure that clients realize business value in a short period of weeks and don't have to wait months. This is made possible by our superior SAP expertise and deep business knowledge.”

**Sundararaman Sankaranarayanan,**  
SAP Digital Innovation Group Head,  
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