Infogain Implements CRM Data Integration

Customer at a Glance

Industry sector: High Tech

Challenges
- Complete CRM implementation
- Address customer data integrity issues
- Improve customer satisfaction
- Increase scalability of customer support infrastructure

Solution
- 24X7 customer support
- Automated field service and
- inventory management system
- Development and deployment of patch releases
- Development of modules with TIBCO Software

Results
- Reduced defect backlog
- Improved response time
- Higher customer retention and satisfaction
- Shorter procurement cycle

Technology highlights
- TIBCO's ActiveEnterprise suite
- TIBCO's BusinessConnect
- XML

Business Domain
The client is the world leader in open network storage solutions for data-intensive enterprises. The client and Infogain have a long-term relationship that spans nearly the entire value chain of Infogain expertise from CRM and custom adapter development to EAI and offshore application management.

Business Challenges
- Need for a complete enterprise-wide CRM strategy
- Solve complex customer data integrity issues
- Automate core systems to share and exchange data and eliminate manual processes
- Expand the scalability of the entire customer support infrastructure.

Infogain's Solution
Infogain's team planned and implemented an end-to-end CRM Data Integration Solution for the client in two phases. The two-phased implementation helped to achieve a step-by-step deployment within the time and budget constraints of the client.

The phases of the project consisted of the following tasks:

Phase I
Infogain implemented the following in Phase I:
- 24x7 call center support that efficiently handled heavy call volumes with a model that required minimal customer support agent intervention
- Reconciled priority basis of the change/enhancement backlog and prevented future backlogs
- Automated field service and inventory management system to replace the existing labor-intensive manual process
- Developed formal schedule and methodology and deployed new and patch releases
- Overall, developed CRM architectural roadmap to address the high-growth challenges of the expanding organization.

Phase II
Infogain developed initiatives to create solutions for CTI, integration of disparate systems, data distribution and replication. For each established priority, they harnessed EAI and B2B technology from TIBCO Software to bring immediate business value to the client.

Auto-Product Registration
- Using TIBCO's ActiveEnterprise suite, Infogain created the connection between the client's ERP and customer service applications
- Used TIBCO ActiveEnterprise to connect the customer support application with their learning management system

Automated Planning

- Developed electronic business processes to enhance manufacturing readiness
- Provided immediate access to real-time inventory levels and manufacturing capacity
- Enhanced ability of the client to accurately predict their ability to fulfill orders

Superhighway Project

- Using TIBCO's BusinessConnect for RosettaNet, Infogain created the infrastructure that allowed client to exchange data with outside vendors using XML and the RosettaNet standards.

Solution Benefits

- Reduced defect backlog
- Improved response time
- Higher customer retention and satisfaction
- Shorter procurement cycle

Why Infogain

The client required immediate solutions grounded in first hand knowledge of integrated CRM systems. They looked beyond large "science-project" organizations and found Infogain — an experienced consultancy with proven enterprise integration capabilities. Infogain's early work on the client's customer support application coupled with their strong TIBCO partnership made Infogain the ideal choice to lead their EAI initiative. By leveraging a combination of onsite and offshore teams and utilizing direct access to resources within TIBCO, the project was a true success.

About Us

Established in 1990 in Silicon Valley, California, Infogain delivers end-to-end solutions through valuable strategy development, consulting services and highly skilled engineering execution. With worldwide delivery capabilities in ERP, integration, Business Intelligence, Portals and CRM, we have developed deep industry expertise through our engagements in Retail, High Tech and Insurance among others.

An ISO certified and an SEI-CMM level 5 compliant organization with global delivery centers in New Delhi and Pune in India, Infogain specializes in JAVA, integration and the full Oracle stack, including database, middleware and applications such as Oracle E-Business Suite, Siebel, Oracle Fusion and Oracle Retail.

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