

Many enterprises have rolled out mobile functionality to capitalize on the rapid user adoption and the business value, it offers. However, it is important for them to realize that they have to go beyond enabling mobile functionality, managing devices, apps and data and blend all the components to create unique customer experiences.

According to a Harris Interactive Survey, 78 percent of users who encounter problems completing mobile transactions share those experiences with others. Therefore, it is important for enterprises to have a mobile Customer Experience Management (CEM) strategy to understand how customers interact with a business and optimize the interactions to fine tune their marketing initiatives, improve revenues and increase profitability.

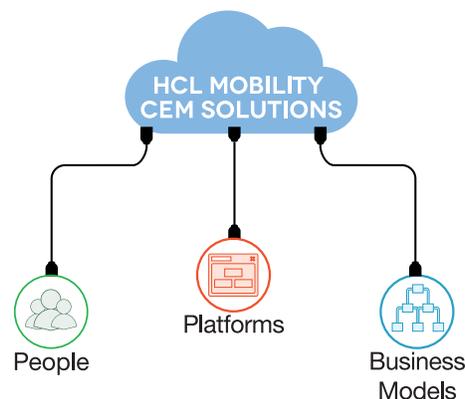
CEM CHALLENGES

Enterprises have begun to realize that to leverage CEM strategies effectively they have to overcome the following challenges:

- Making business units and business strategies customercentric
- Turning insights into actionable intelligence
- Integrating customer experience with consistent messaging across channels and touch points
- Engaging customers on their preferred channels and drive profitable customer behavior
- Increasing recommendations by loyal customers and brand advocates
- Motivating, training and developing employees to be customer-centric

HCL Mobility CEM Solutions-Overview

To enable organizations achieve their business objectives, HCL provides mobility CEM solutions that brings together services, people, platforms and business models:



- Holistic outside in approach
- Strong domain focus
- Cross-functional solutions
- Advice to execute capability
- Integrated horizontal and vertical capability
- Co-innovation labs
- Multiple Centers of Excellence (CoE)
- Dedicated CEM FLSL continued focus and investments on NextGen solutions
- Innovation culture @HCL
- Value portal - \$101 mn value delivered
- MAD JAM

Subsequently, HCL's Mobility CEM Solutions leveraged its extensive experience in remote infra services and data management through Cloud offerings to create a CEM CoE to deliver relevant and innovative mobility CEM solutions to acquire and retain customers in a constantly evolving market.

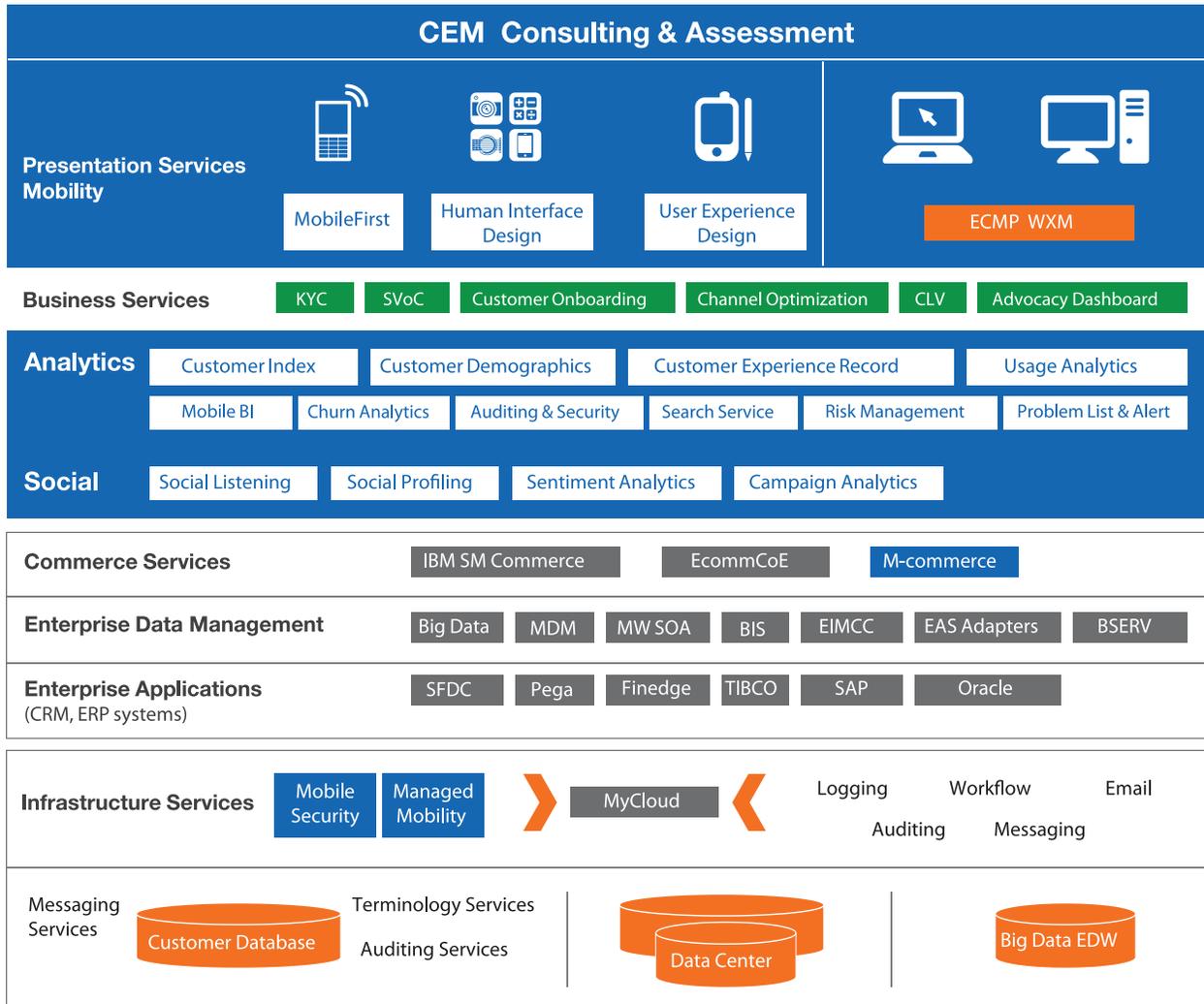
HCL Mobility CEM CoE

HCL mobility CEM CoE has captured learning, best practices and reference architecture from various mobility projects to enable enterprises at various stages of mobility adoption and maturity create singular customer experiences by:



In addition, HCL mobility CEM CoE provides technology expertise, best practices, training and technical support during implementation. Similarly, post deployment, it offers thought leadership, consulting on mobile technology, and metrics reporting and support.

HCL's Mobility Reference Architecture



Domain interplay
 CEM CoE services
 Influenced (pull through) services from other HCL entities

HCL's Managed Mobility Service Offerings



FOR CLIENTS TO OUTSOURCE SOME OR ALL OF THEIR ENTERPRISE MOBILITY FUNCTIONS IN ORDER TO FOCUS ON THEIR CORE BUSINESS

 BYOD	 Mobile Security
 Application Management	 Device Management
 Testing	 Expense Management

Mobility First	Ideation & POC Creation &	General Mobility Offerings Application Development & Application Testing
Mobile Security	End2End Enterprise Mobile Security Device Based Security Application based Security	
App Management	Application Maintenance + Application Support +	
Vertical Offerings	Sales Force Automation Field Force Productivity Asset Management NFC, AR and P2P Payments	
Managed Mobility	Application Care Hosting Services BYOD Polices	

Our Mobility Partners

Mobility Specialist Players Partnerships



HCL MOBILITY CEM COE SUCCESS STORIES

HCL has built a strong mobility CEM CoE and leveraged it to deliver successful engagements to some of the largest corporations across industry verticals such as banking and financial services, retail, services, SCM, and healthcare.

1 HCL Mobility in ECC WMS for leading a North American Airline

Business Challenges

- Need for inventory management and warehouse management functions
- Bin inquiry/ label reprint and bin-to-bin transfer
- Goods issue and KANBAN replenishment
- Shipment start and end and shipping consolidation
- Enabling critical inventory management and warehouse management functions on mobile devices
- Handheld device evaluation and selection
- Barcode scanning of bin, materials and badges

Technology Infrastructure

- SAP NetWeaver Gateway as middleware
- HTML5 as UI technologies
- Two factor authentication
 - Device authentication using X 509 certificates
 - User authentication using user Id/ password

HCL Solution

- HCL's solution enabled cellular and Wi-Fi connectivity between devices and ECC
- Device selection in progress – Android tablet & Bluetooth scanner options
- Blueprint phase - 1. Analyze Requirements 2. Create Mobility architecture & design (a) Infrastructure (b) Applications (c) Device evaluation
- Build Phase – (a) Infrastructure build (b) Application build/ customization (c) Device procurement
- Testing phase

Transformation Delivered

- Device usage and performance is critical viz Motorola handheld MC95000K exhibits better interoperability and security with Windows Mobile 6.5 for integrated voice and data models v s others
- Improved work efficiency of IM/ WM functions and Task automation
- Increase in material and asset identification accuracy through bar-coding
- Time savings and simplified data entry for casual users
- Up-to-date information on inventory resulting in better planning and allocation

2 HCL Mobility Solution for a large Petroleum Company

Business Challenges

- Need for inventory management and warehouse management functions — Goods inbound, Goods outbound, Cycle count, Bin to Bin transfer
- Work order management
- Workflow approvals
- Handheld device evaluation and selection
- Barcoding of materials and equipment(Assets)

Technology Infrastructure

- Solution built on Sybase Unwired Platform and Syclo Agency

HCL Solution

- HCL's solution enabled cellular, Wi-Fi and LAN(cradled) connectivity between devices and enterprise information systems (ECC and SRM)
- Windows Mobile and iOS devices as handheld devices
- Isolated network design to minimize impact to corporate network and resources

Transformation Delivered

- Prevention of duplicate work requests
- Increase in material and asset identification accuracy through barcoding
- Time savings
- Simplified data entry for casual users
- Up-to-date information on inventory resulting in better planning and allocation
- Task automation

3 HCL Mobility Solution for a Logistics & Waste Process

Business Challenges

- Existing process was manual and operated using job sheets
- Paper-based task management
- No visibility about assets (trucks) for Logistics Officers
- No automated alerts/ update system
- Legacy RMS software not robust enough to support customer's long term strategy
- The above were leading to a business strained by IT

Technology Infrastructure

- Integrating PROLOGA components with SAP Waste and Recycling IS and integration of PTS with SAP
- Trucks were fitted with HCL's Mobile Data Terminals hardware (with touch screen) which helps to track truck's position real time, check engine safety & load and interfaces with the company's SAP billing system

HCL Solution

- Complete development & support of a real time process automation system called Paperless Trucks System (PTS). This system automates Job scheduling and dispatch to trucks
- 24x7 support of all modules partnering with PROLOGA –experts in waste management

Transformation Delivered

- Integrated software and hardware solution from a single vendor expedites the speed of work
- Real-time tracking enables the logistics officer to monitor driver & vehicle behavior /influence effective routing
- Accurate evaluation of waste collection, real-time monitoring helps immediate generation of revenue invoice
- Productivity – Eliminated the need for 30 day entry FTEs
- Streamlining processes – within the integrated business environment on a single instance of SAP

4 HCL Mobility Solution for a leading Energy Company in North America

Business Challenges

- Need for cart Approval App
- Inability to approve and reject purchase requisitions and purchase orders on a mobile device.
- Need for managers to approve a requisition or purchase order and review shopping carts anytime, anywhere

Technology Infrastructure

- Iphone, Android and Blackberry
- Sybase Unwired Platform (SUP) 2.1
 - Sybase Unwired Server 2.1
 - Sybase Workflow using HWC

HCL Solution

- Integration into the SUP-based platform architecture post carrying out an end to end testing in order to provide for smooth functionality and a zero error fit into the customer systems

Transformation Delivered

- Internationalization challenges for the built application
- Helped customer need to zero in on the Right Promotion Strategy
- HCL played a role in Promoting usage and providing upgrade
- HCL helped customer to launch the built Applications in iStore and Android Markets

5 HCL Mobility Solution in enabling SAP CRM

Business Challenges

- Need for implementation maintenance and support of SAP CRM 2.0 Sales App
- Accounts and contacts management
- Activity management
- Lead management
- Opportunity management
- Extended scenario with service request

Technology Infrastructure

- SAP Customer Relationship Management (CRM)
 - CRM 7.0 EHP1 (or higher)
- Sybase Unwired Platform (SUP) 2.1
 - Sybase Unwired Server 2.1
 - SAP Sybase DOE Connector 2.1
 - Sybase Relay Server 12.0.1 (or higher)
- SAP CRM Sales 2.0 Mobile App

HCL Solution

- HCL implemented, supports and maintains SAP CRM 2.0 Sales App for the customer enabling accounts and contacts management, activity management, lead management and opportunity management

Transformation Delivered

- Delivered enhancement coding in CRM Sales as per Custom Development, BADI & API involved
- Leveraged Mobile UI developer for designing the new screens to support enhancement features during realization
- Implemented limited custom development without source code changes in tricky environment

6 Retail Connect, a Retail Solutions Suite for a leading Sports equipment retailer

Business Challenges

- Drive business processes in near real time environment
- Improve store performance in areas of rack arrangements and instant replenishments
- Enhance customer service by taking it to higher levels of personalization

HCL Solution

- Architected and devised a device agnostic. HTML 5 based application
- Developed a native iPad application
- Key features are In Store Alerts, Operational Metrics Management by Store Dashboards, Workflow Management, Planogram and In-Store Navigation, Mobile POS. Inventory Lookup
- Option for higher management to view Corporate and Vendor performance Dashboards
- Usage of latest technology such as augmented reality and 2D barcode scanning

Transformation Delivered

- Optimization of Retail Store Operations
- Low turnaround time, leading to enhanced and customized customer experience
- Drill down of metrics Corporate Dashboards, to view financial data, vendor performance on a weekly or monthly basis, thereby empowering business users to take dynamic and informed decisions

7 HCL Mobility Solution for Healthcare

Business Challenges

- Mobile order and inventory management for large US-based medical instruments manufacturer
- Long surgery-to-cash cycle
- Error-prone, Manual Consumption procedures
- Delayed purchase order
- Inefficient inventory management
- No real-time inventory view
- Ineffective Inventory tracking
- Lack of real-time Case scheduling data

HCL LIFE SCIENCES & HEALTHCARE

HCL is a leading provider of Life Sciences and Healthcare Business and Technology services. We are the chosen service provider for enabling new growth drivers for our clients, providing them with industry leading best practices, taking care of their compliance needs and ensuring goldstandard process cycle times. Our clientele includes seven of the top ten global pharmaceutical companies, seven of the top ten medical devices companies, six of the top ten health plans, three of the top five CRO's and two of the top three data providers. Equipped with certified technology experts and domain specialists, HCL offers services in critical areas of the life sciences and healthcare eco system such as drug discovery, clinical development, drug safety, regulatory compliance, manufacturing and plant automation, commercial, Healthcare analytics, Population Health Management [PHM], mHealth, member experience management [MEM], fraud, waste and abuse management [FWA].

Let's connect:



Please feel free to write to us at contact.lsh@hcl.com

ABOUT HCL

ABOUT HCL TECHNOLOGIES

HCL Technologies is a leading global IT services company working with clients in the areas that impact and redefine the core of their businesses. Since its emergence on the global landscape, and after its IPO in 1999, HCL has focused on ‘transformational outsourcing’, underlined by innovation and value creation, offering an integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and business services. HCL leverages its extensive global offshore infrastructure and network of offices in 31 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Life Sciences & Healthcare. HCL takes pride in its philosophy of ‘Employees First, Customers Second’ which empowers its 95,000 transformers to create real value for customers.

HCL Technologies, along with its subsidiaries, had consolidated revenues of US\$ 5.5 billion, for the Financial Year ended as on 30th September 2014 (on LTM basis). For more information, please visit www.hcltech.com

ABOUT HCL ENTERPRISE

HCL is a \$6.5 billion leading global technology and IT enterprise comprising two companies listed in India – HCL Technologies and HCL Infosystems. Founded in 1976, HCL is one of India’s original IT garage start-ups. A pioneer of modern computing, HCL is a global transformational enterprise today. Its range of offerings includes product engineering, custom & package applications, BPO, IT infrastructure services, IT hardware, systems integration, and distribution of information and communications technology (ICT) products across a wide range of focused industry verticals. The HCL team consists of over 100,000 professionals of diverse nationalities, who operate from 31 countries including over 505 points of presence in India. HCL has partnerships with several leading global 1000 firms, including leading IT and technology firms. For more information, please visit www.hcl.com

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HCL