



PARTNER 360

Transform the Role of Partner
in the 21st Century

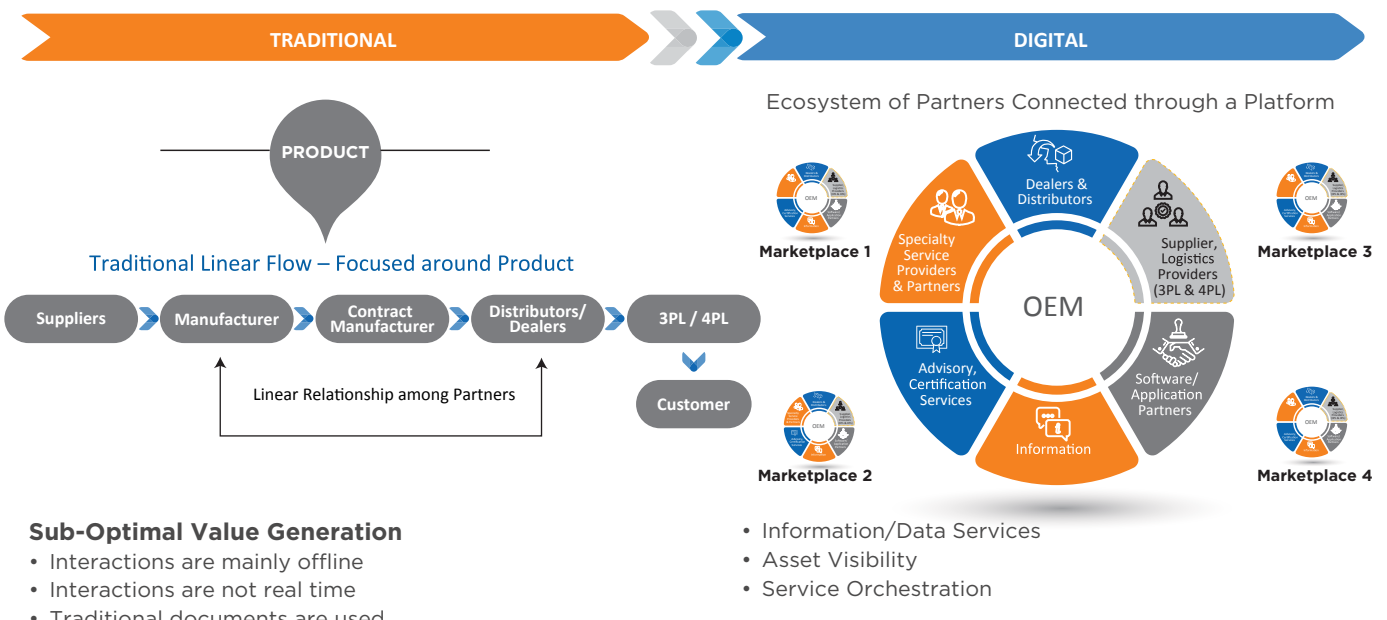
PARTNER IN THE MANUFACTURING INDUSTRY

Collaboration among Original Equipment Manufacturer (OEM) and their partners is the key to increase the supply chain efficiency. The OEMs source components, entire product or services from their partners and constantly communicate with them in the areas of procurement, logistics and manufacturing.

Lately, we have witnessed that the interactions between OEMs and partners have been linear and focused around the product. Owing to which the partners had a minimal role to play in the planning and purchase processes. Their roles were just limited to supplying parts and delivering services only, thus, leading to less flexibility in the supply chain and lack of visibility at different stages.

To address this challenge, the manufacturing industry has undergone a sea of changes that will fundamentally change its working dynamics. One of the key industry trends “Product to Platform” is revolutionizing the way OEMs and their partners interact among themselves.

Presently, all partners interact among themselves with the OEM being the central focus point. This creates an ecosystem of partners which fosters higher level of collaboration and co-creation and enables full visibility at each stage of the supply chain. Today, the partners not only supply components or deliver services but also try to address any issues that lie outside the company’s core competencies.



Sub-Optimal Value Generation

- Interactions are mainly offline
- Interactions are not real time
- Traditional documents are used

Fig:1.1 - Current state to Progression; The New Paradigm enables Partners to Deliver Value towards enhancing usage experience and Influencing Outcomes

The reasons for a manufacturer to decide on a partnership are often as unique as the company and its strategy. But, with so many different suppliers, distributors or dealers available, it becomes difficult for the OEM to choose partners or evaluate partnerships.

‘PARTNER
COLLABORATION
AND CO-CREATION
IS THE KEY TO
SUPPLY CHAIN
EFFICIENCY,’



INTRODUCING PARTNER 360

HCL has come up with a comprehensive digital solution, Partner 360, for the partner entity that allows them to create an ecosystem wherein each partner is connected through a value generation platform. The platform enables better visibility and seamless flow of information among partners, suppliers, distributors and dealers. In addition, this solution also delivers cost-effective methods to design, source, make, deliver, and service-standard the mass-customized or to-order products. Various Level 2 partners are also connected through the value generation platform.

This portal presents an alternative source of revenue generation to the partners wherein the partners can be considered to extensions of OEM itself and can access OEM's marketing, sales and technical tools allowing them to effectively communicate with and

sell products to prospects and customers. Partner 360 approach enables metered and monetized service delivery befitting both OEMs and their partners.

The platform also evaluates the partners, identifies the scope of partnership and facilitates partner onboarding. It helps manage the partnership and is instrumental in carrying out partner performance assessment from time to time.

The robust model provides comprehensive capabilities that enable OEMs and their partners to collaborate and co-create effectively. It breaks down the silos that hinder communication and promotes consensus building, joint forecasting and personalization of offerings.

OUR APPROACH - ENABLING A PARTNER ECOSYSTEM

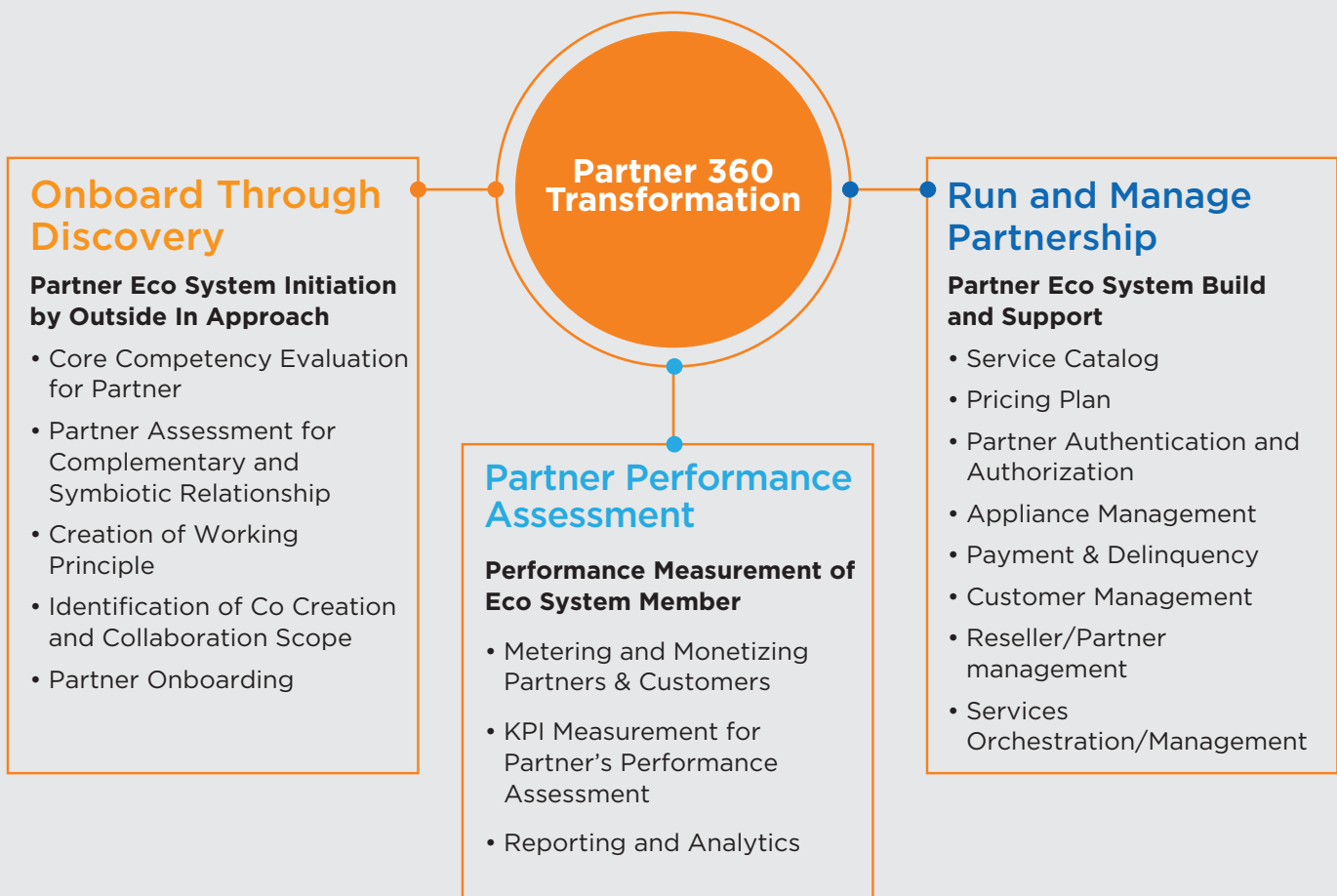
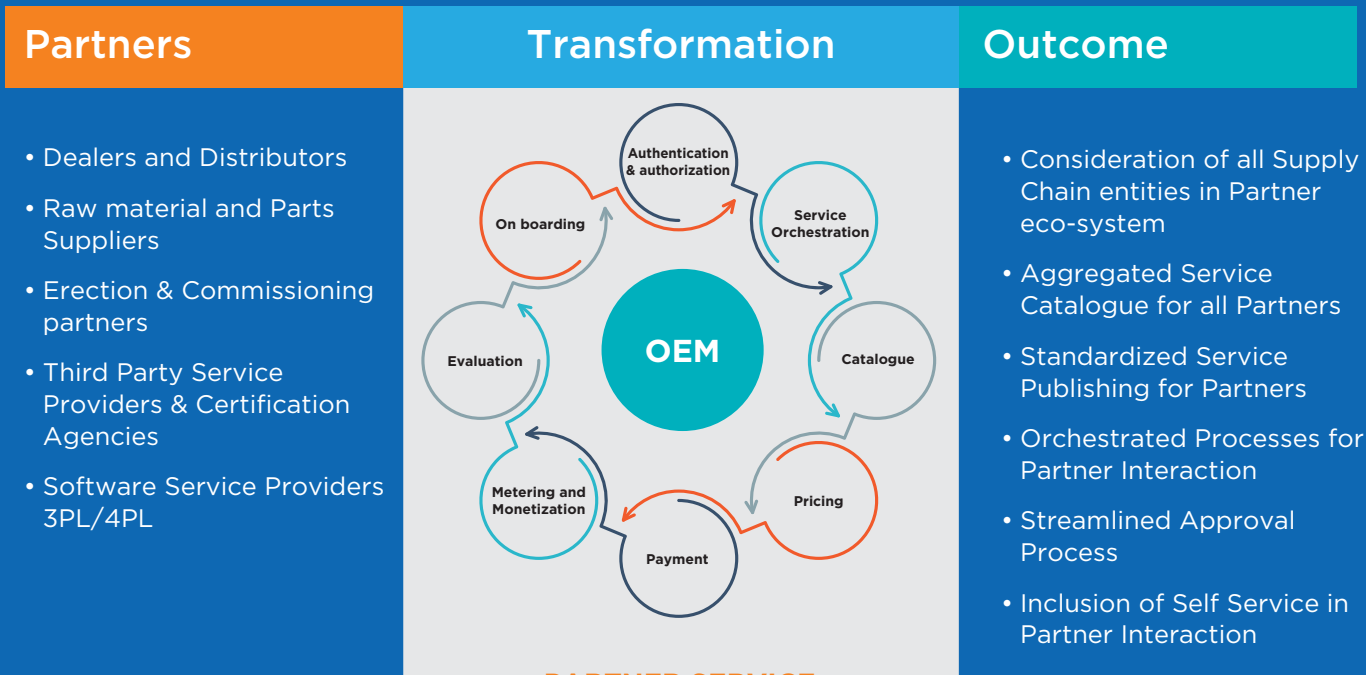


Fig 1.2: Partner 360 Transformation

PARTNER COLLABORATION THROUGH SERVICE EXCHANGE



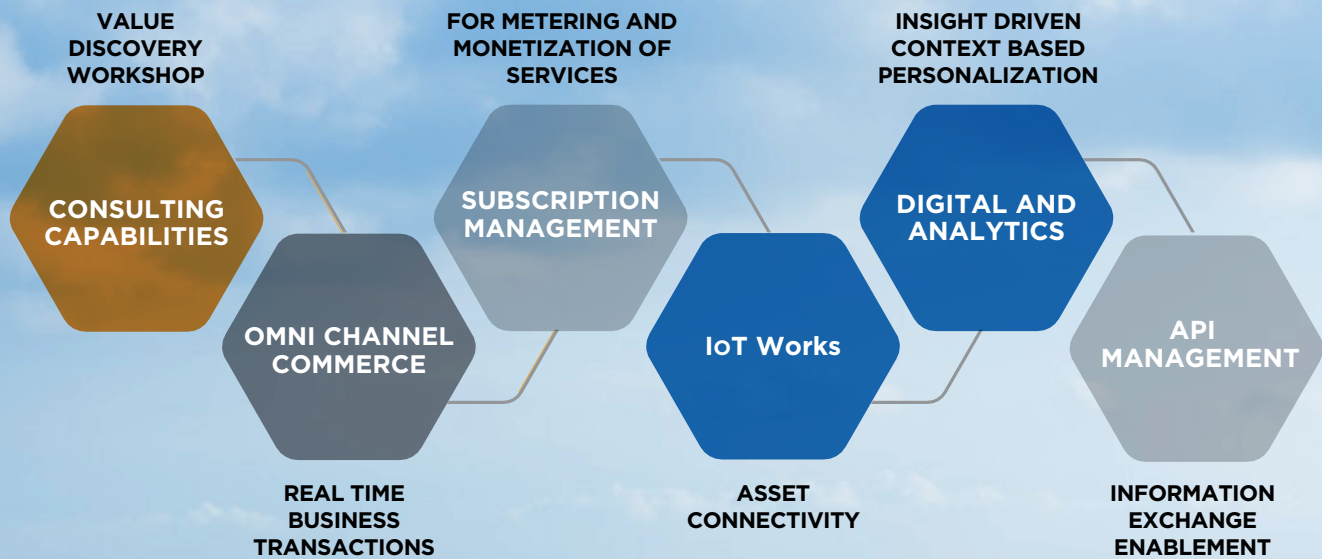
PARTNER SERVICE EXCHANGE KEY DRIVERS / REASONS

- Multiple Service Catalogs & Portals of partners
- Non-standardized data and publishing across partners
- Inconsistent user interface & experience
- Non-consideration of all Supply Chain Entities
- Non-availability of true Self-Service



Fig 1.3: Partner Transformation Through ServiceXchange

HCL CAPABILITIES ENABLING PARTNER 360 TRANSFORMATION



HCL SERVICE OFFERINGS

Partner Management Assessment Framework assesses the current partner management ecosystem of the OEM and provides a complete roadmap for creating a perfect and healthy ecosystem based on partner needs & objectives.

Partner Exchange Platform powered through Service Xchange manages Partnership related transactions and helps running the ecosystem by connecting and synchronizing activities of various

partners. The platform provides unified experience, facilitates self-service support and request handling.

Partner Platform Acceleration Suite enables quicker realization of a Partner Exchange Platform. The suite, consisting of pre-built & pre-tested components, accelerates platform development by abstracting complexities & cutting mundane developer tasks.

HCL's OFFERINGS - PARTNER 360

Partner Platform Acceleration Suite

Re-usable Components enabling quicker realization of Partner eXchange Platform



A photograph of two men in industrial workwear, including yellow hard hats and safety glasses, smiling and looking at a tablet computer. The background is a blurred industrial setting with warm lighting. A semi-transparent dark box is overlaid on the image, containing white text.

**HCL HELPS A LEADING
OFFICE AUTOMATION
GIANT IN PROVIDING
UNIFIED USER EXPERIENCE
FOR ITS PARTNERS AND
GENERATES US \$1 BILLION
OF INCREMENTAL REVENUE**

BUSINESS BENEFITS



**IMPROVED VISIBILITY IN
COMMUNICATION
THROUGH SYSTEM TO
SYSTEM INTERACTIONS**



**CUSTOMERS CAN
QUICKLY PLACE AND
REALIZE THE ORDERS**



**REAL-TIME
INTERACTIONS**



**INCREASED FLEXIBILITY
AND ABILITY TO REACT
TO THE SHORT TERM
CHANGES IN DEMAND**



**EFFECTIVE PARTNER
PERFORMANCE
MANAGEMENT**



SUCCESS STORIES:

A leading manufacturer of heavy equipments: Unified user experience for its dealers

- Single global eCommerce platform with Omni-channel capability that was implemented across 231 dealers
- US\$ 1.2B eCommerce revenue targeted on the new platform in first 18 months
- Improved dealer onboarding time from 8 weeks to 2-4 weeks provided a unified brand experience
- Percentage of New dealers onboarding the site increased by 18%

A leading office automation company: Incremental revenue of US\$1B

- Built an IoT platform that brought the distributors, sellers and customers together on to a single ecosystem
- Enabled Remote monitoring of their devices, global alert and visualization system for real time decision making,
- Value added services for their customers through “Printing-as-a-Service” model that generated new revenue streams.
- US\$ 100M cost savings achieved in first 15 months

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