CASE STUDY

LET'S TALK APPLICATIONS

COLLABORATION, CONTENT & SOCIAL

HCL HELPS A LEADING AMERICAN BEVERAGE COMPANY CREATE BETTER USER EXPERIENCE, AND ENABLES GREATER EFFICIENCY AND PRODUCTIVITY

CUSTOMER DESCRIPTION

The customer is an American beverage company, headquartered in Plano, Texas, with a brand heritage spanning more than 200 years. Their portfolio includes more than 50 brands and hundreds of flavors of carbonated soft drinks, juices, teas, mixers, waters and other beverages. They have 6 of the top 10 non-cola soft drinks, and 13 of their 14 leading brands are No. 1 or No. 2 in respective flavor categories. The customer boasts of a network of 21 manufacturing centers, more than 115 distribution centers and approximately 19,000 employees across North America, in addition to the operations of hundreds of third-party bottlers and distributors.

BUSINESS OBJECTIVES

- To enable customer in making quicker and better decisions in order to improve business performance
- To replace Sales and Account Information system with an improved and aggregated portal
- To partner in improvement in trade spend efficiency, go-to-market and Maintenance, Repair and Operations (MRO)
- To automate the transmission of pricing data to Wal-Mart and other chains
- Aggregated view to facilitate analysis of brand performance and effective reporting
- To have an Analytic View of Business data through Dashboards and Analytic Reporting

HCL SOLUTION

The team worked towards delivering ONE view of customer sales data across all of customer brands

- Multi-layered distributed system architecture to achieve higher scalability and robustness
- REST and WCF based Service Oriented Architecture exposing business components:
    - Ability to make customer and server side calls to REST-based service by generic REST Service Handlers
- Telerik ORM Entity Framework for creating database entities
- Role-based security model for user access and authorization
- Single sign-on across different applications using claim-based authentication model

The HCL team consolidated business critical information in one place to reduce time spent by users in compiling information from various sources – One Front Door (OFD)

- Redefined branding and user interface for existing intranet
- Role and geography specific content delivery
- Role based navigation and features
- Integrated multiple customer systems such as EDGE, SAP, My Day for sharing content

- Introduction of Managed Metadata and user profile services to leverage other farms to access/update the data
- Implemented fast search to enable content search from different data sources
- Implemented web service for sharing documents to custom iPad application (My Day)

HCL DIFFERENTIATORS

- Implemented Contextual content and features for focused content delivery and action-ability
- Better collaboration through automated alerts and notification, promotion management through SharePoint Library
- Digitalization by re-branding through creation of custom theme for SharePoint Publishing sites with full functionality support on iPad
- Use of reusable components for efficiency and economy

BUSINESS BENEFITS

- Re-architected the user interface (UI) and usability aspect for implementing Next Gen User Experience and content search
- Integration between disparate applications in customer eco-system (such as EDGE, PROBE, Marketing Fund) for better flow of information and collaboration
- Eased-up process of creating, bulk uploading and managing promotions, further automating the process of sending promotion letters and generating billing information
- Automated document generation including aggregation of data and documents uploaded by Customer Trade Account team
- Personalized supply chain dashboard for different roles
- Ability to launch brand-specific surveys for quick feedback (Measured)
- Added ability for business to drag and drop documents directly from explorer to promotion screen; faster upload of large files asynchronously that helped achieve 220 person hours of productivity gain per year
- Enabled users to upload multiple promotions in one go to the portal which was template-based and tightly integrated with back-end business data; resulted in 960 person hours of productivity gain per year
- Integrated Google and Bing Map capabilities in OFD program which increased supply chain health assessment and review productivity by 20-30%
- Implemented triggering and tracking tasks associated with goals resulting savings of 2.5 hours of time per day on an average which in turn saved 630 person hours of productivity at the end of the year

APPLICATION SUPPORT & MAINTENANCE	BIG DATA & BUSINESS ANALYTICS	BUSINESS ASSURANCE & TESTING	CLOUD, DIGITAL EXPERIENCE & MOBILITY	COLLABORATION, CONTENT & SOCIAL	CUSTOMER RELATIONSHIP MANAGEMENT	DIGITAL SYSTEMS INTEGRATION	E-COMMERCE & OMNI-CHANNEL	ENTERPRISE RESOURCE PLANNING	HUMAN CAPITAL MANAGEMENT	MODERN APPLICATION DEVELOPMENT	PLATFORMS & INTEGRATION

www.hcltech.com

Relationship™
BEYOND THE CONTRACT

HCL