



Birlasoft CXSPRINT for Aftermarket Rapid Implementation Services for SAP® Commerce Cloud

Certain Outcomes in Uncertain Times



40% - 60%
Reduction in
Implementation Time



100%
Remote
Delivery Model



50%
Reduction in
Project Costs

Speed to Value with Maximum Impact in Minimal Time

Birlasoft's **CXSPRINT** is a low cost rapid implementation approach designed to reduce cost, accelerate speed to value and minimizing risk, across SAP's Customer Engagement solutions with multiple pre-build features and integration.

CXSPRINT for Aftermarket gives organizations the ability to deploy the fully integrated version of SAP's Commerce Cloud Solution, to support an aftermarket storefront, for as little as one third the implementation cost of the full SAP Launch approach.

Start at your own pace with a pre-configured "Out-of-the-Box" solution designed to keep the scope simple. **CXSPRINT** lets you build and extend "As-you Go" to fit your business needs.

SAP Commerce Cloud Deployment Comparison

TRADITIONAL APPROACH	CXSPRINT for Aftermarket
Costly with expensive change requests	Fixed fee engagement
Deployment timeframe: typically 9 to 12+ months	Integrated Aftermarket storefront in 3 months!
Too many configuration options can be overwhelming, time consuming.	All the functionality and integrations necessary to launch a fully responsive, modern, online store
Complexity drives reliance on SI for future enhancements	System training and complete functional documentation are included

KEY FEATURES



Omni-device user experience



Integration & Extensibility



High Performance

DIFFERENTIATORS



Leverage existing distribution channels



Experience based on brand/currency/region



Reduce manual Testing

BENEFITS



Drastically cut cost



100% Security with automatic deployed on commerce cloud



Increased productivity

Pre-Defined Solution

CXSPRINT for Aftermarket

- Budget:** Fixed Price \$300k
- Scope:** Fully Integrated and Operational in 3 Months
- Approach:** Best Practice SAP® Methodology leveraging Birlasoft’s Unique Tools and Accelerators

COMMERCE MODULES			
PRODUCT CONTENT MANAGEMENT/DAM	ORDER MANAGEMENT	UNIFIED CUSTOMER EXPERIENCE	ERP/CRM INTEGRATION
PRODUCTS & PARTS	SHOPPING CART/CHECKOUT	RESPONSIVE MOBILE	USER/ACCOUNT MANAGEMENT
PRODUCT BROWSE/SEARCH & FILTERING	ASSISTED SERVICE MODULE	STORE/DEALER LOCATOR (PICK-UP)	SOCIAL MEDIA/ANALYTICS INTEGRATION
PART RECOMMENDATIONS	PAYMENT/TAX/SHIPPING INTEGRATION	WEB CONTENT MANAGEMENT	MARKETING/PERSONALIZATION
SCHEDULED PART REPLENISHMENT	INVENTORY MANAGEMENT	WISH LIST/QUICK ORDER UPLOAD ORDER	TRAINING & POST GO-LIVE SUPPORT

What’s Included

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> • Feature-rich online part store delivered with reduced risk, cost, and timeline. • Easily adopt best-in-class UX functionalities such as Part Recommendations, Quick Views, Custom banners, fully mobile responsive website • Default user experience and navigation with customizable style guide | <ul style="list-style-type: none"> • Integrations for Payment, Tax, Geo-location, Address Verification, etc. • Extensive User stories and Functionality • Updatable theme • API framework for rapid integration • Deployable solution designed specifically for the SAP Commerce Cloud | <ul style="list-style-type: none"> • Solution testing for quality/regression/performance testing • CXSPRINT HyperCare warranty support – 10 days post-launch included • Technical specification and training documentation • Optional: Birlasoft CX SmartAMS for maintenance, enhancements and optimization |
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Simplified Experiences for Aftermarket

Harmonizing the Customer journey with integrated back-end processing

SAF Holland - Simplified part identification while improving customer shopping experiences, improves efficiency, productivity, and loyalty.



Pod.SAFHolland.com



Invacare - Invacare, the world's leading manufacturer of homecare products, deployed SAP Commerce for Aftermarket as a part of their world-class strategy of an enterprise-wide SAP customer experience platform.

AfterMarketGroup.com

Chamberlain/Lift-Master-

Supporting 5 storefronts including Aftermarket with single Global Catalogue to support multi-country/brand/currency



Liftmaster.com/Accessories-and-Parts

The Birlasoft Difference

100+ CX projects and Counting	200+ Consultants Worldwide	SAP S/4HANA and ECC End-to-End Integration	Proven Results with Deep UX/UI Domain Expertise	25 Year Footprint Across the SAP Landscape
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Global Deployment Capabilities

- Multi-country deployments
- Local country resources
- Award Winning AMS Support

Strong Value Prop

- Cost effective onshore/offshore model
- 16 yr. SAP relationship
- Innovation, IP and offshore COE
- Dedicated Marketing team
- CX Reseller

Our Sweet Spots

- B2B/B2C Commerce + Product Configuration / Variant Config, CPQ
- Sales Cloud / Callidus Commissions
- Service Cloud
- Marketing Cloud

**Birlasoft
CXSPRINT**

Full complement of CX skills

- CREATIVE: Creative, UX and Digital Transformation
- TECHNICAL: Onshore/offshore developers
- INTEGRATION: SAP ECC, S/4 and 3rd party

Functional Expertise

- Marketing Cloud
- Sales Cloud / Commissions
- Service Cloud
- Commerce Cloud (CPQ, VC)
- Customer Data Cloud
- Qualtrics

We do the Plumbing

- SAP Cloud Platform Integration
- Legacy Datahub
- SAP S/4HANA integration knowledge

Partner Ecosystem:

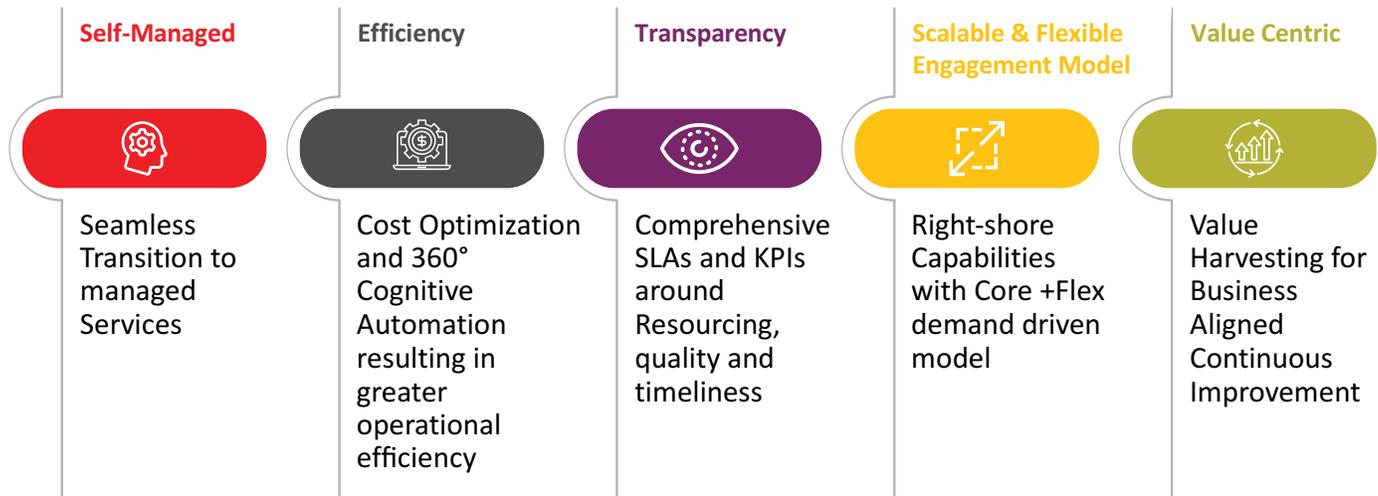
Birlasoft Packaged Solutions for SAP Customer Experience

Commerce B2B or B2C	Migration to Commerce Cloud (support Move program)	Sales
Service	Field Service Management	Commissions

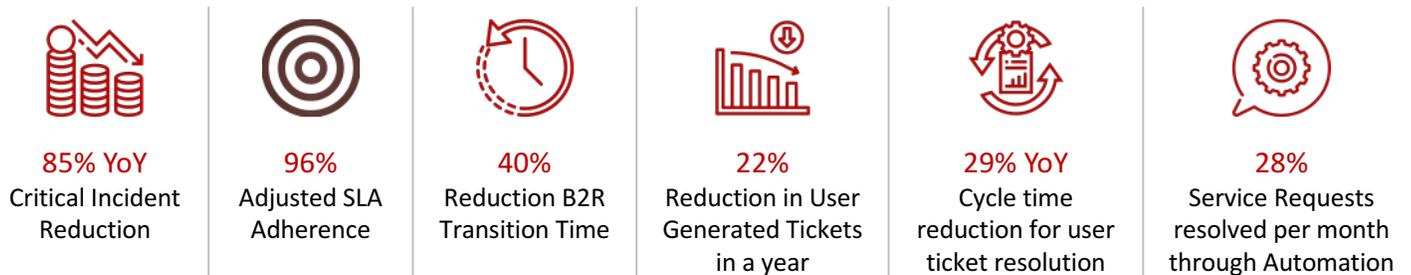
Derive Transformational Value with our SmartAMS for Customer Experience

Historically, AMS vendors have come into play to help organizations reduce the cost of maintaining the solutions, increase the operational efficiency, and free up organizational resources to focus on strategic initiatives, historically called “Keeping the lights on” work. With intelligent and automated **SmartAMS**, companies, can achieve proactive support, thus gaining insight into issues before they actually impact end-users.

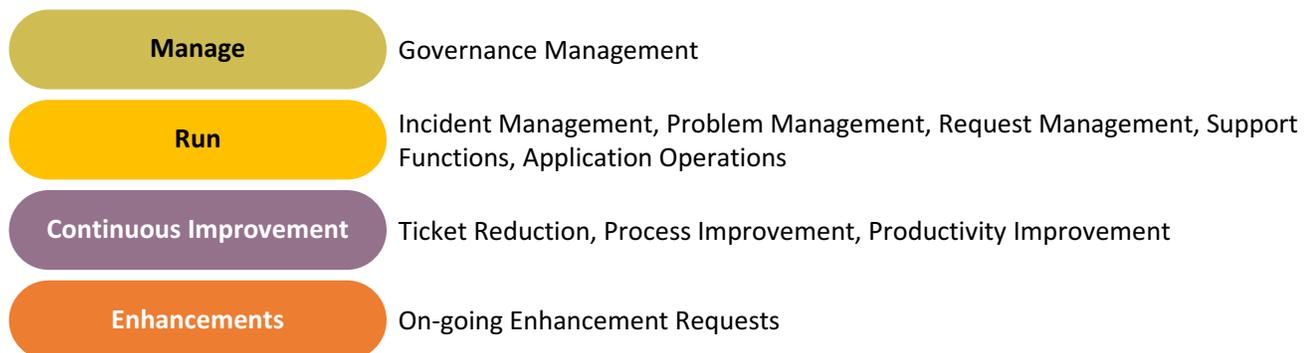
Birlasoft’s SmartAMS Key Features



KPIs From SmartAMS



SmartAMS Services



How to Get Started

Connect with your Birlasoft CX Expert for a free Pre-Assessment on the project scope or contact:

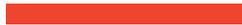
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Why Birlasoft?

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystems.

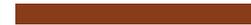
10,000+ Employees
Globally



Development Centers – India (4)
USA (1) | Operations Centers –
Brazil and UK



5 Continents | 14 offices
| 27 countries



2000+ Consultants
World-Wide



True Digital
Expertise



Industry and Analyst
Recognized



Forming a leading \$500M publicly listed Enterprise Digital and IT Services company
Part of the 158 Year CK Birla Group | \$2B Conglomerate



RESOURCES

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Enterprise to the Power of Digital TM

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 158-year heritage of building sustainable communities.