



Optimizing IT Landscape for a Leading Consumer Electrical Company with RISE with SAP

The client is a top Indian-based consumer electrical company specializing in light, home appliances, and engineering business. It is part of a business conglomerate which has shaped the Indian consumer market since its inception. Having a long historical background in the field the client was experiencing issues with the disintegrated and expensive IT environment that does not support operational and future growth requirements. The client-side wanted to extend omnichannel features to the shopping experience and apply them across different markets. The traditional supporting structures did not contemplate further development and could no longer effectively predict future technological advances in the revolutionized retail industry, making a revamp imperative.

In response to these issues, the company began a project with Protiviti to transition to RISE with SAP on AWS with an intent to simplify IT, cut expenses and transform customer experience. The objective was to create a highly scalable, fluid and extensible system of systems solutions that could support the growth and evolution of the company over time but simultaneously offer enhanced levels of operational responsiveness as well as a more coherent customer experience throughout the various touch points.

Challenges Faced

The company's existing IT setup presented a series of challenges that hindered its ability to meet both current and future business demands:



Operational Complexity and Cost Pressures: The previous line of IT was costly with high TCO and failed to deliver the architectural flexibility critical for future growth at scale. This led to rising operating expenses and caused the firm to slow down and respond less effectively and efficiently to meet customers' demands. Another critical challenge was to deliver a consistent, integrated omnichannel customer experience, so the organization and its performance were affected.



Strategic Shifts and Industry Disruptions: The business was experiencing changes in customer needs and preferences, competitors, and other players in the value chain at an alarming pace. It was realized that a more flexible and better prepared for the future IT solution was required mainly due to new business model developments and high growth rates expected here.



IT Infrastructure Limitations: In a traditional IT structure, the company has multiple small applications across different business units where none of them have any centralization to each other. This led

to several issues, including highly fragmented data sets and poor coordination of management activities. Moreover, this was augmented using multiple vendors made the process of integration and scaling up quite challenging.

Solution: RISE with SAP Migration

This innovative approach helped to create an efficient long-term strategy based on the client's conditions at the time of partnership with Protiviti. The proposed solution focused on the transition to RISE with SAP, running on the AWS

infrastructure. From the above, it would be evident that this platform would avail the required agility, scalability and efficiency for the continuous growth of the organization.

Key components of the solution included:



End-to-End SAP S/4HANA Migration: All the migrations were conducted and managed by Protiviti while the client moved their SAP applications from on-premises to AWS-hosted RISE with SAP. This migration also implied creating new development, quality, and production environments in the target systems to tune the system throughout the whole process.



Elastic File System (EFS) Implementation: To enhance data administration, an Elastic File System (EFS) was incorporated was incorporated. It also helped in keeping all the incoming data traffic from S3 servers well-managed in the SAP S/4HANA system for enhanced retrieval of data and reduced delays.



Integration of SAP and Non-SAP Applications: The organization utilized both SAP and non-SAP applications across all functions. SAP Sales Cloud, SAP CPQ, SAP Ariba, and SAP SuccessFactors were well-hooked up with third-party solutions like Tax Genie, Digital Signatures, WMS, TMS etc. In this integration, various departments benefited from a more streamlined organizational process.



Comprehensive Testing for Quality Assurance:

- a. **Regression Testing:** Extensive regression testing was also conducted to look for problems in the development and quality systems to have a stable new system ready to go after launching the first.
- b. **System Integration Testing:** To maintain the compatibility of the developed upstream and downstream applications, integration tests were conducted. This step made it possible for the environment that was needed to bring in the new system to be well prepared and tested before the environment was brought into it.



Vendor Application Integration: SS&C was integrated with over 30 third-party vendor applications such as banking solutions acquired from ICICI, Standard Chartered, Axis and HDFC. This in turn simplified the process of managing different vendors, and long centralized financial activities and made the banking process faster and more dependable.

Results

The successful implementation of RISE with SAP on AWS brought about significant benefits for the organization:



Reduced Total Cost of Ownership (TCO): Maintenance functions and all related suppliers were bundled into one SAP platform, which enabled the client to save cost. It also means getting better SLAs with the vendors, better rates, pricing and more controllable costs by having one contract.



Enhanced Operational Agility: The realized flexibility facilitated the IT to support increasing operations within the company in a more flexible manner. This new flexibility enabled the company to adapt to market and customers' needs as well as to its growing business.



Improved Customer Experience: The integrated platform proved to be beneficial in terms of reaching the common goal of better organization of the company processes and the convenience of an omnichannel offer for the clients. This improvement in the operations funnel had a direct impact on the ability of satisfying customers and improving loyalty.



Increased Competitive Edge: Another benefit of the implementation of RISE with SAP of course was that it opened the possibilities of future growth based on a better and more sustainable IT platform. This made the company to be in a better place to counter market trends and shocks to ensure its future sustainability.

Future Recommendations

While the migration to RISE with SAP has been a transformative success, the company should continue to focus on the following areas to sustain and enhance its benefits:



Continuous Innovation and System Upgrades: I like to refer to this as SAP's dynamics because the environment within which SAP now finds itself is a dynamic one. The company can also look at opportunities to adopt functionalities offered by new innovations such as AI by SAP that can be implemented on use cases to optimize processes even further and improve decision-making capabilities.



Employee Training and Change Management: Subsequently, as the company's future holds more technological advancements it will be important that there is continuing education

to apply the new technology. Besides, it will guarantee that the workforce is effective in the implementation of the new systems to enhance the value of the SAP.



Proactive Vendor Management: Although integrating vendor systems has advanced the SCM, the firm must strengthen its relationships with its vendors and continuously evaluate potential innovative technological solutions to enhance the supply chain and customer relations.

Conclusion

It has helped this leading consumer electrical company migrate to RISE with SAP on AWS to have a future-ready IT structure that optimizes operations, brings efficiency, and cuts costs while improving the customer experience. Among them, the combination of various applications and the shift to a more flexible environment has been seen as the company's readiness to address various changes in the industry and ensure further development. They stand well to continue their transitions more into digital across the company dependent on their innovations in the ever-shifting market environment. By keeping an eye on the new trends coupled with the constant fine-tuning of its business processes a company can sustain its competitive advantage in the ever-growing digitally charged environment.

Contact:

Ankit Gupta

Managing Director

Phone: +91.120.697.2700 / +91.124.661.8600

Email: ankit.g@protivitiglobal.in, sapinfo@protivitiglobal.in

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