

OUICK FACTS

Industry

Chemicals – specialty chemical manufacturers

Revenue

Rs5.63 billion (US\$126 million)

Employees

1,200

Headquarters

Pune, India

Web Site

www.sudarshan.com

SAP® Solutions and Services

Improving customer service and response times with the SAP® Customer Relationship Management application

Implementation Partner

Siemens Information Systems Ltd.

Sudarshan Chemical Industries Ltd. is India's largest supplier of pigments to cross-industry manufacturers. To support rapid global expansion, the company turned to the SAP® Customer Relationship Management application. As a result, it has dramatically accelerated customer-related processes and has fully integrated its manual, disparate sales operations into the rest of the business, reducing inventory and improving productivity.

Key Challenges

- Eliminate highly manual and redundant sales processes
- Eliminate multiple legacy systems
- Make real-time information highly available
- Establish highly visible operations across locations
- Reduce customer management costs
- Improve customer service
- Accelerate sales processes

Implementation Best Practices

- Business processes aligned to standard best practices-based functionality
- Phased implementation, with a focus on primary manufacturing locations and sales branches

Financial and Strategic Benefits

- 6-month return on investment
- Tighter inventory control
- Improved employee productivity
- Reduction in manual processes
- Alignment of operations with business strategy
- Support for changing business requirements
- Faster decision making through real-time access to enterprise information
- Ability to process customer transactions more quickly
- Improved customer satisfaction

Why SAP Was Selected

- Best practices-based functionality, with support for a range of industry-related processes
- Automated workflow processes for interacting with customers
- Support for growth via flexible, scalable functionality
- Integration with the SAP® ERP application
- Familiar user interface
- Clear product road map

Low Total Cost of Ownership

- Fast 3-month implementation, ahead of schedule
- Minimal need for user training
- Rigorous training of internal IT team to ensure ongoing in-house support

Operational Benefits Key Performance Indicator Impact Processing of 62.5% faster sample requests (3 days versus 8 days) Around 36% faster Processing of product match (3 to 4 weeks versus requests 5 to 6 weeks) Resolution of 25% faster customer issues (24 days versus 32 days)

SUDARSHAN



"SAP Customer Relationship Management has helped us refocus our entire operation towards customer service, and it's a difference our customers notice."

P. R. Rathi, Vice Chairman and Managing Director, Sudarshan Chemical Industries Ltd.

Bringing Color to the World

Sudarshan Chemical Industries Ltd. has been a leading player in the color and agrochemicals business for over 50 years. With a more than 35% market share, Sudarshan is the largest pigment supplier in India for manufacturers of paints, rubber products, plastics, textiles, inks, and more. Over the last decade, Sudarshan has been aggressively extending its global reach, selling high-quality inorganic and organic pigments to customers in over 40 countries. "We want to establish Sudarshan as a leading chemical brand worldwide," says P. R. Rathi vice chairman and managing director at Sudarshan.

Ensuring that Potential Sales Opportunities Don't Go Dark

To better meet its growth strategy, the company needed to replace its highly manual and isolated sales processes. Sales teams were relying on spreadsheets to track sales and to follow up customer leads and opportunities. Completing customer requests was often performed on an ad hoc basis. "Our customer management costs were high, and customer response times were slow," says Rathi. "We were poised to lose potential business opportunities."

Choosing Software That's More Than a Shade Above the Rest

Sudarshan selected the SAP® Customer Relationship Management (SAP CRM) application over several other solutions. It liked the fact that the application scales rapidly to support growth and has the best practices—based functionality to

support different lines of businesses. In addition, the software fully integrates with the company's deployed SAP ERP application, so the Sudarshan sales force can leverage complete and reliable enterprise data. "Wherever our reps are located, they can retrieve critical customer information; they can also directly interact with the customer via automated workflow tools found in SAP CRM. This helps ensure each customer's needs are fully satisfied."

Aligning to Best Practices for Rapid Implementation

With a speedy implementation in mind, Sudarashan reengineered existing sales processes to align with the application's best practices-based functionality. As a result, the company was able to complete the rollout of SAP CRM across 10 locations in just three months. "Training did not slow us down," says Rathi, "because our sales force was already familiar with SAP ERP."

Painting a Picture of Improved Customer Clarity and Service

Today, SAP CRM is up and running at Sudarshan's major manufacturing and sales locations. It has transformed the company's sales operations by replacing manually driven sales tasks with automated standardized processes. "With SAP CRM, our sales branches are getting reliable, real-time information from plants and warehouses," says Rathi. "Our sales force has immediate access to information regarding materials availability, order status, production schedules, and more, so they can make the right decisions throughout the sales cycle."

Sadarshan is also using automated alert functionality to track the status of key customer deliverables, enabling it, for example, to process sample requests and product matches much faster – in the former by over 62%. Resolution of customer issues is faster as well. "We can constantly monitor sales performance with SAP CRM," says Rathi, "so we can speed sales order completion and manage our inventory more effectively."

Looking Forward to a Bright Future

In just six months, Sudarshan achieved full ROI on its SAP CRM deployment. To leverage the benefits enterprise-wide, it is now rolling out the application to the few remaining locations. Says Rathi, "SAP CRM gives our sales force the flexibility to meet changing customer needs, while enabling it to focus on our company's growth strategy."

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