

Hybris



CASE STUDY
TortoiseGit
DELIVERED TO
Tata Consultancy Services



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Aurelius



Hybris Delivered to Client Tata **Consultancy Services**

Client: Tata Consultancy Services

Industry: IT and Services

TCS is one of the leading multinationals which provide services in the domain of Information Technology, consulting and business solutions. The company is headquartered in Mumbai Maharashtra and is a wholly owned subsidiary of Tata Group. TCS is one of largest companies in terms of market capital in India and is ranked 64th in the Forbes most innovative company rankings. TCS currently has 67 subsidiaries which provide a very wide range of products and services including but not limited to business process outsourcing, capacity planning, consulting, enterprise software, hardware sizing and more.

TCS currently operates over 289 offices across 46 countries, and more than 140 delivery centers in 21 countries. TCS currently also has a total of 58 subsidiary companies. TCS also operates a co-innovation network of innovation labs, start up alliances, university research departments and venture capitalists. In addition to the network, the company also has 19 innovation labs based out in three different countries. Some of the notable partners of TCS innovation include Collabnet, Cassatt, IITs, Stanford, MIT, Carnegie Mellon and venture capitalists such as Sequoia and Kliener Perkins.



Technology: Hybris

Domain: Ecommerce Solution

SAP Hybris is an eCommerce suit which integrates the products which are used for performing sales and retail services online and is geared towards the higher end markets. These tools include those which can be used to design the websites through web pages and components, product information tools, enterprise search tools, marketing related tools and more. It provides a more meaningful and effective way of transforming the way that businesses engage and interact with customers while innovating the manner in which they perform business while simplifying through the technology landscape. Platform module is the heart of the Hybris suit and it provides the necessary infrastructure which is needed to perform the operations and built the custom components on top of it.

The hybris suit comes with vairous out of the box and ready to use fully functional modules specially built for business retailers. These modules are even open for extension and customization and these modules for commerce are known as accelerators.

The various modules include commerce modules providing B2C and B2B solutions, marketing modules providing solutions for consumer profiling, segmentation and campaign management, billing module for invoicing, subscription order management and sales module for sales force automation, performance management and more.



Challenges Faced By the client:

TCS is a leading IT service provider not just in India but all over the globe and has been instrumental in providing said services to client organizations of all shapes and sizes. The company also provides services in the domain of commerce and retail sales and were now in need of a more sophisticated eCommerce solution which they can provide to their clients. Hybris Ecommerce solutions was growing in demand across the globe and it was high time that the company included the tool in their stables of services. The major challenge that the client faced was that they were not willing to hire a new workforce adept in the tool and were rather that they had their own workforce trained in the tool to provide services to their clients. Training an entire workforce not for a specific task but to provide further services to their client meant that the knowledge gained by the professionals must be highly comprehensive with practical know how and the finer details and ins and outs of the tool. This required not just a very comprehensive learning solution but also an instructor who can provide a wider outlook and in-depth knowledge inculcation in the participants making them inherently industry ready.

In order to gain practical hands on knowledge in the domain it also becomes important that the participating workforce has a complete lab setup at their disposal on which they can work on and practice to gain the necessary practical experience. Acquiring such a lab setup of such extent is a hard task and is not easy to come by.

The company was also facing tough competition from various other startups and competitors providing services in the same domain with the tool. It was becoming increasingly important for them to step up their game and start providing high quality services in the tool to keep their position fortified in the industry. All these challenges needed to be addressed properly and without delay so that they can begin providing services to their customers as soon as possible.



Why Aurelius

Given the specific requirements and needs of the company, Aurelius was brought into picture to deliver the required knowledge resources and information to the client's workforce in order to enable them in delivering their business. Aurelius analyzed the market that the client works in and the current and probably clients of the TCS which they may provide the services to. Understanding their end goals, Aurelius constructed a complete insourcing solution from scratch that the participants needed to undergo to acquire the required skill sets and knowledge to make sure that they are able to work with SAP Hybris in an effective manner and consequently deliver on the business of TCS.

A dedicated task force was setup for TCS with the first task as that of searching the correct subject matter expert for the client which can deliver the knowledge resources and information effectively. A global search was performed and the SME was sourced who underwent multiple screening sessions and dialogues with the client to make sure that everybody was on the same page. Further, the solution was constructed to gain both theoretical and practical understanding of all the tools and features of Hybris including troubleshooting techniques and understanding of the architecture of Hybris.

Aurelius has also been able to provide TCS with the advantage of the indepth knowledge resources which Aurelius has ingathered over the years from their deep rooted ties in the iundsustry. This legacy integration coupled with the complete support both during and post solution has provided TCS with not just a training solution but a complete insourcing solutions which has solved a large number of their problems and has enabled their workforce to deliver their business better.



Solution and Post Solutions Benefits

Post solution completion, the client has been experiencing increased revenue generation in the domains of Ecommerce and sales services providence with existing customer being fortified and further growth in the r customer base. The client's data suggests increased profit percentages of over 50 percent post solution with break even on the solution investment made on the solution achieved within a few weeks of the solution completion.

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