

## ENGAGEMENT CASE STUDY

India Offices of Leading Metal Plate  
Cutting Machine Manufacturer  
Successfully Go Live with Infor  
CRM Solution



### ABOUT THE CUSTOMER

The client is a global supplier of cutting-edge solutions for the metal-working industry. With reliable cutting technologies, flexible service packages and intelligent software solutions they are setting standards worldwide. As the technology leader in the thermal cutting industry, they are constantly working on smarter, faster, and more reliable solutions with added value for customers.

### BUSINESS CHALLENGES

Since the India offices did not have an integrated CRM system, they were facing challenges with regards to:

- Increasing sales by systematically following a sales process
- Increasing market reach via leads and prospects
- Effective lead management
- Activity / calendar management

### BUSINESS SOLUTION

Customer was already using Infor CRM in Germany and hence wanted to roll it out to the India location. Their objective was to get the right data from the system which could help them to grow in the right direction. Below activities were carried out successfully:

### HIGHLIGHTS

**Industry :** Manufacturing

**Project Location :** India

**Engagement Since :** 2021

#### **Solution Snapshot :**

- Infor CRM with Infor LN integration
- Infor CRM with Infor XM integration
- XBAR with Outlook integration
- Bing Map

- Integration of Infor CRM with Infor LN, so that the Sales team can have all required customer details in Infor CRM without logging into LN
- Integration of Infor CRM with XM Management, for tracking all expenses incurred in getting a Lead and converting it to Opportunity
- XBAR with outlook integration, for capturing new customer details in Infor CRM without logging in.
- Bing Map, for helping the Sales team in tracking customer locations and guiding them to reach the required destination.

## BENEFITS

- Complete 360° view of customer
- Easy viewing of transactional data
- Streamlined integrated business processes mapped in the system
- Easy collaboration & communication using Infor OS

### India

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## ABOUT GODREJ INFOTECH

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service providers specializing in End-to-End IT solutions & services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, & Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings - Business Consulting, ERP Implementation and Support, App Development, Integration, Digital transformation, Analytical services, Mobile App Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. An ISO 9001:2015 certified company, GITL is headquartered in Mumbai, India with presence in Middle East, APAC, Europe, US & customer footprints extending across multiple geographies.

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