



Thrush Aircraft

Birlasoft worked with Thrush Aircraft to strategize, design and implement a full suite Hybris Cloud for Customer solution for their Sales, Marketing and Customer Service departments with back-end SAP ERP integration for master data management and pricing.

Customer Overview

Birlasoft customer Thrush Aircraft is the world leader in providing aircraft for agricultural spray operations. Their exceptional line of airplanes helps operations of all sizes control insects, weeds, and diseases that threaten crops and orchards, and effectively fertilizing all types of crops. In addition, Thrush Aircraft are most reliable for fire control - dispersing fire retardant chemicals and water to save human and animal life, and preventing the loss of property and forestry.



Situation

Thrush had an existing SAP CRM on-premise solution that was unused due to lack of user acceptance. Hybris Cloud for Customer provides a better user experience to support the Sales Opportunity and Activity Management and Customer Service functions which will be key to user adoption. The ability to maintain the entire customer record in an environment shared by sales and service is a key component in Thrush's effort to improve customer satisfaction.

Mobility enablement is also an important part as their sales people are often in the field for extended periods. Future plans to expand access to partners, dealers and brokers and field service count on mobility to deliver those functions where access to computers is impractical.

Key Business Drivers

- Existing SAP CRM on-premise system is not user friendly and has no user adoption
- Collect and document valid customer data
- Provide support to customers and follow-up
- Go-To-Market Strategy for Sales operations
- Support Thrush CAAS (Customer Assurance and Support) program
- Provide an integrated solution for sales and customer support
- Provide a solution which is useful and effective for employees, and is capable to integrate with dealer systems

About The Project

SAP Hybris Cloud for Customer Implementation

SALES	MARKETING	SERVICE	CUSTOMER SERVICE	Duration - 16 weeks
-------	-----------	---------	------------------	---------------------

Implementation of SAP Hybris cloud for service implementation project enable Thrush to effortlessly improve customer satisfaction and allow to expand the capabilities of customer service and also in to the field service support.

The Scope at high level:

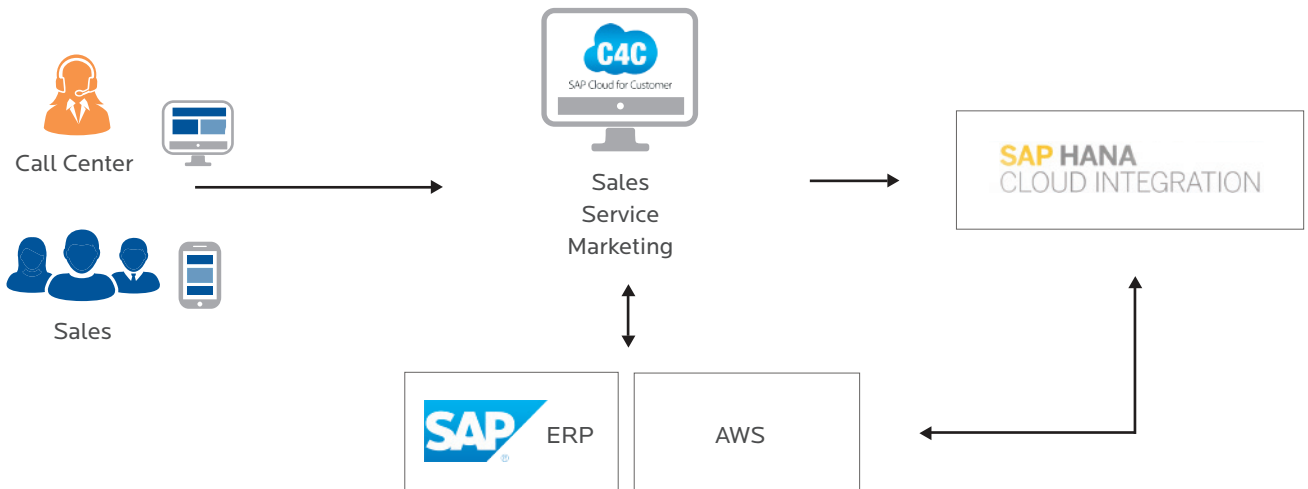
- Lead Management
- Account Management
- Opportunities
- Activity Management
- Quotations
- Service Ticket process for Customer Service
- Installed base and Registered Products
- Integration with SAP ECC On-premise system using SAP HCI
- Email Integration
- Mobile application and Offline Capabilities
- Real-time Reporting with HANA Platform

High Level Technology stack:

- SAP Hybris Cloud for Sales
- SAP HANA Cloud for Service
- SAP HANA Cloud Integration
- SAP ERP System
- SAP Outlook Integration



End State Solution



Go-LIVE and Business Impact

SAP Hybris Cloud for Customer implementation project enables Thrush to better manage its customer data and activities. Sales Pipeline and Opportunity Management will help improve both cash-flow and production planning. Customer Service tracking of requests will help Thrush deliver more consistent and timely answer leading to improved customer satisfaction.



RESOURCES

connectwithus@birlasoft.com | birlasoft.com

Enterprise to the Power of Digital™

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 diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.