than great advertising



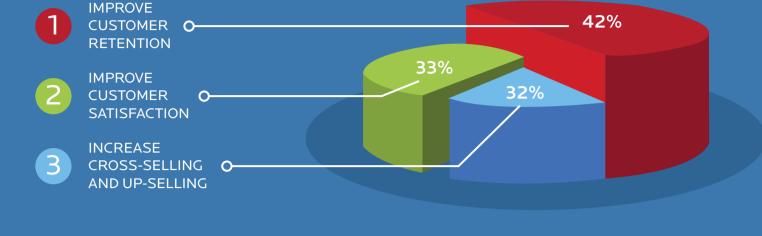
Why Improve Customer Experience

in purchasing decisions

## The top three reasons why businesses proactively manage and

Why Improve Cx?

invest in customer experience are to:





SAP Customer Experience Cloud, including Commerce, Marketing, Sales, Service, and Customer Data, helps us create tailored solutions to fit your unique needs.

SAP Customer Experience Cloud

SAP Commerce Cloud

Birlasoft's robust industry knowledge and delivery expertise across the entire

customer engagement and unlocking new business value.

SAP Sales Cloud

**Driving Innovation** 

by allowing custom

configuration to its

customers.

2017

Journey to a Digital

Core:

O.C. Tanner

Evolved into digital

connected network by

reinvigorating the

KPIT now Birlasoft and SAP Customer Experience are helping clients transform their customer experience from start to finish, thus creating more meaningful



**Customer Service:** Far into the Future: Karma Automotive Partnering with Birlasoft and

The Ultimate in

leveraging SAP, Bona

turned to "The

Ultimate in Customer

Service"

SAP Marketing Cloud

innovated its business implemented a model through full-suite SAP personalized offering S/4HANA enterprise

SAP Customer Data Cloud

Birlasoft SAP CX Landscape

2016

**Enriching Customer** 

**Service with SAP:** 

Migrating to SAP

service cloud enabled

Sloan Valve to reach

customers through

multiple channels,

enhance customer

experience, and

optimize customer

service operations.

Third in a Row !!! Birlasoft Wins "SAP Partner Excellence Award in SAP Customer Experience" - 2019

customer experience 3ra Win

2018 Racking Up Sales: The Perfect Fit: Birlasoft enabled Rack Room Shoes create more

**Enterprise-Wide** 

**Transformation:** 

Flexsteel

solution that is

helping it optimize

operations and drive

business

transformation.

business value by redefining ecommerce business powered by **SAP Commerce** 

**Driving Innovation** 

and better online

customer experience-

Generac

implemented C/4

HANA cloud to

redefine customer

experience and

unlock digital

business value

**Field Service Automation with SAP** 

**Service Cloud:** 

Pall Corporation

leveraged SAP

Service Cloud to

optimize its field

service operations to

improve revenue and

increase workforce

productivity.

SAP Service Cloud

Birlasoft Wins "SAP

Hybris Americas Service **Delivery Partner of The** 

Year - 2018"



"We take immense pride to receive SAP® North America Partner Excellence Award 2019, our third award win in SAP Customer Experience ecosystem", said Deepak Purohit, Global Head, SAP Business at Birlasoft. The award not only acknowledges our strengths in SAP® Customer Experience but also shows our deepest dedication to our customers, and long term success as a trusted SAP partner. Together with SAP, Birlasoft is committed to providing co-innovations and unique IP industry accelerators

to enable clients innovate & run better, and transition to the intelligent enterprise

**Deepak Purohit** Global Head, SAP Business Unit

organization." added Purohit.







Enterprise to the Power of Digital™

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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.