



CASE STUDY

Evolving an Integrated Cloud CRM Strategy

for



Arco's mission is to keep people safe at work. With over 22,000 products in stock, Arco offers premium brands in the industry, plus a wide range of own branded ethically-sourced products.

With a large SAP estate, Arco was looking for a trusted and knowledgeable partner to shape and deliver the transition from their on-premise CRM solution to the Cloud. SAP Hybris Cloud for Service was chosen as a preferred platform for their customer service desk, however, the challenge was to ensure that their existing on-premise CRM and Hybris Cloud for Sales would not be affected.

One of the most important outcomes of this initiative was to achieve a single customer view integrated with SAP ECC. It was also essential for the platform to be integrated with the Hybris Commerce solution. Plus a smooth transition was required from a complex landscape comprising on-premise CRM, C4C and ECC to one with C4C and ECC. This had to be planned and achieved without affecting any business operations.

Our Approach

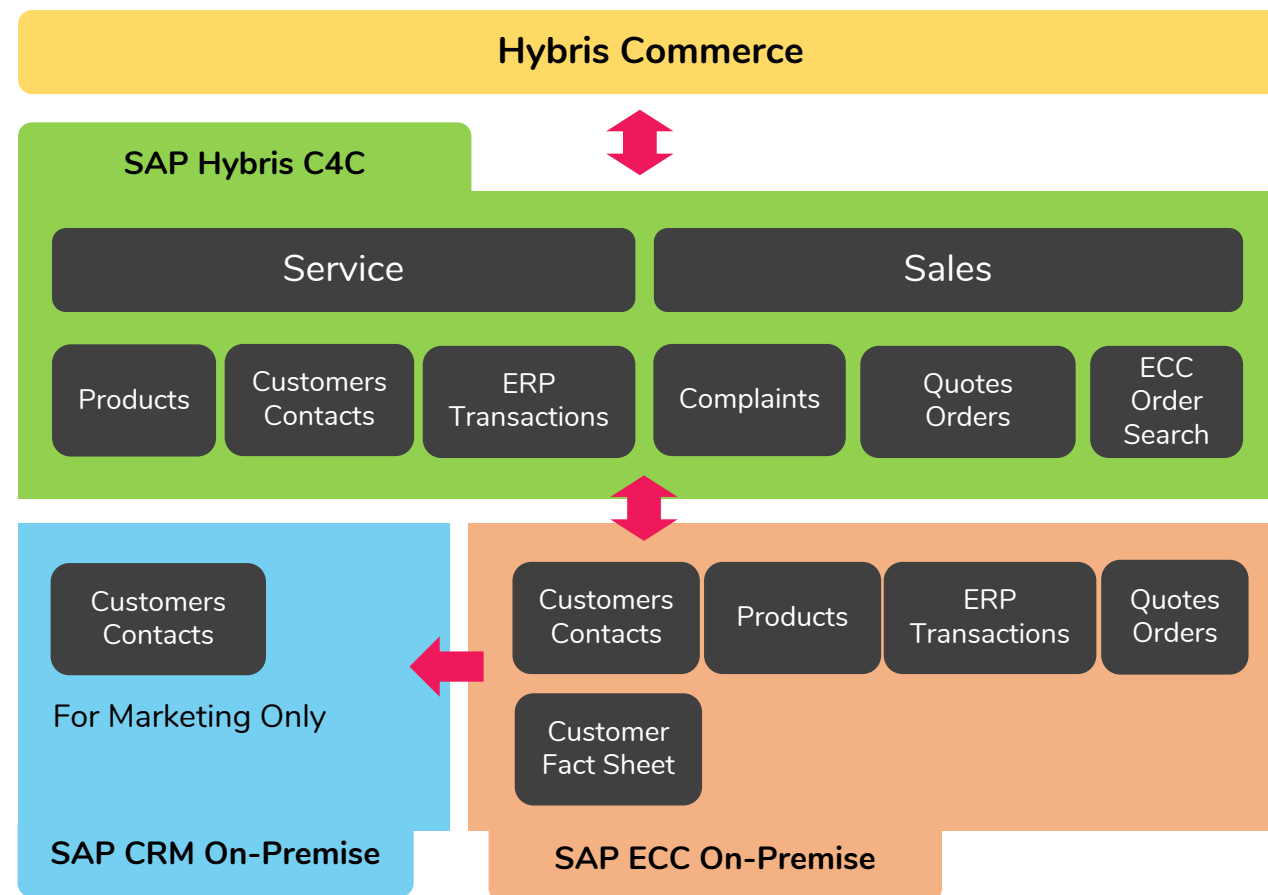
Backed by flexible commercials, plus solid and proven demonstration of Hybris Cloud for Customer capabilities and references, Gauri successfully demonstrated the approach; eliminating any risks on account of ongoing digital transformation programme.

We ensured that all phases were all in sync with planned outcomes. Applying innovative solutions, we leveraged out of the box integration capabilities of the system. This was achieved by establishing a comprehensive understanding of our client's complex landscape (i.e. ERP, on-premise CRM, Hybris Commerce, Analytics and C4C Sales).

We ensured that provisions were made to address Arco's future requirement possibilities. This ensured low TCO (Total Cost of Ownership) and technical debt.

Gauri helped Arco to design a road map to achieve a clean end-state without any compromises, this means they were able to benefit from more mature functionality and optimal system stability.

Gauri helped Arco to create a five phased approach to deliver the transition, keeping it aligned with their ongoing digital transformation programme.



- Are you looking for a proven strategy to build on your existing CRM estate?
- Are you grappling with how to transition to the Cloud from your existing on-premise CRM solution?
- Is your desire for a “Single Customer View” still elusive?
- Does your CRM seamlessly integrate with your customer engagement and commerce processes?

Give us a call

We understand the complexities across business processes, technologies and challenges that lie across achieving operational excellence.

With solid minds, pragmatic solutioning, innovative commercials backed by robust delivery processes, Gauri is always there to help you deliver on your promises to your customers.

Give us a call for a free, no-obligation consultation to review your challenges and help you shape your solution strategy.





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About Us

Gauri is a UK-based consultancy helping our customers to compete and grow using digital initiatives.

Through long-standing partnerships with our clients, we have consistently delivered successful business outcomes for over 10 years.

Our niche focus and a motivated team has helped us to develop our depth of expertise:

- Transition to intelligent CRM on the Cloud
- Connected Cloud, hybrid (on-premise with Cloud)
- Cross-application integration
- Business Intelligence
- Supply chain solutions and integration with ERP

Each one of our customers sees us as a partner they can trust to deliver; someone who will stand by them through challenging situations.



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