



Gauri
Great Value. Delivered with Passion.

CASE STUDY
C/4HANA SALES

Streamlining Sales Operations for Arco

arco[®]
experts in safety



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; they were 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 customer service desk; however, challenge was to ensure that existing on-premise CRM and Hybris Cloud for Sales must not be impacted.

One of the most important outcomes of this initiative was to achieve a single customer view fully integrated with SAP ECC.

Additional aspects of integration with hybris commerce needed to be catered to and a smooth transition from a complex landscape comprising on-premise CRM, C4C and ECC- to one with C4C and ECC only had to be achieved without impacting business operations, in a planned manner.



Business Challenge

Arco identified the need to transform and restructure their sales processes to improve efficiency, minimise lost opportunities and improve customer management capabilities.

An important aspect needing improvement was to streamline account hierarchies, account ownership management and allocation of revenue.

At the core, the need was to reduce high service cost, improve financial reporting and build effective dashboards through a single platform and single data set.

Gauri's Engagement

Gauri was selected as a partner of choice, after a thorough partner evaluation by Arco due to following credentials:

- Experience in understanding the business challenges faced by Arco's sales team
- Demonstrated ability to bring customer service and sales onto a single integrated platform and ability to provide 360-degree view of a customer
- Outstanding client references that included award-winning solutions delivered using Cloud CRM Technologies and track record as a trusted and safe pair of hands
- Gauri's overall expertise in integrating solutions involving a complex landscape.



Project Approach and Highlights

Gauri proactively collaborated with Arco's stakeholders from business, architecture, IT and operations to ensure that the solution design and implementation was able to achieve the desired outcomes.

Gauri ensured that:

- Discovery workshops were effectively capturing the business requirements and pain points
- Solution design was documented capturing 'to be' processes on SAP C4C platform based on discovery workshops and stakeholder approval was obtained to go forward with the implementation
- The C4C implementation was based on agile methodology with show and tells at the end of each sprint.
- Gauri proactively engaged with Arco's stakeholders to ensure that business expectations and requirements were met without any deviations
- A streamlined cutover was achieved to avoid any business disruption
- A successful implementation of C4C laid the foundation for Arco to implement a streamlined and unified sales platform, offering a truly satisfying experience for its customers.



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About Us

Gauri are leaders in implementing and supporting CRM digital solutions for Sales, Marketing, Customer Support and Field Services.

We help our clients transition to Cloud CRM and achieve a true Customer 360 on the world's leading CRM platforms.

- 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.

