

**Case Study | CEIT**

# CONNECTED ENTERPRISE SOLUTIONS

**THE COMPANY SELECTED TATA TECHNOLOGIES TO IMPLEMENT ORACLE SIEBEL, A DEALER MANAGEMENT SYSTEM (DMS) FOR MULTIPLE DEALERS ACROSS INDIA.**

---

## THE CHALLENGE

- Competing against 17 other systems integrators, including the incumbent provider.
- Implementing Siebel for more than 1,000 dealers in India, representing the world's largest two-wheeler market.
- Providing a central system to connect the company's dealer network.
- Completing the project at 50% less than the competitive quotes.
- Implementing the solution in 5 months.

---

## THE COMPANY

The company is the world's largest manufacturer of two-wheelers. It has over 20 million customers in India and has more than 1,000 dealerships across India.



## THE SOLUTION

### Phase 1 – Set-up

- Tata Technologies promised and delivered an aggressive rollout schedule; the system was up and running in just 4.5 months.
- Previously the company did not have a central system to connect its network of more than 1,000 dealers to the factory. Tata Technologies provided the company with a central system to deliver automation, data authenticity and real-time market information.
- Ongoing multi-year training and L1, L2 and L3 help desk support.

## THE RESULT



Deep domain expertise led to \$5million multi-year engagement



Prior DMS implementations for global OEMs



Created a template solution which provided time and cost savings



Multi-year RFP delivered to client within 5 days

## ABOUT US

Tata Technologies is a global engineering and product development IT services company that is focused on fulfilling its mission of helping the world drive, fly, build and farm by enabling manufacturing companies across the automotive, aerospace and industrial heavy machinery verticals realize better products and drive efficiencies in their businesses. There are two components to our value proposition – managing and delivering outsourced engineering services and products for our manufacturing clients, and helping them identify and deploy technologies that are used to conceptualize, design, validate, build, test, benchmark and realize better products. For more information, visit [www.tatatechnologies.com](http://www.tatatechnologies.com).