


# TRANSFORMING BUSINESSES. ENABLING RESULTS.

An Intelligent Approach to Optimized Operations

 Engineering a *better world*.



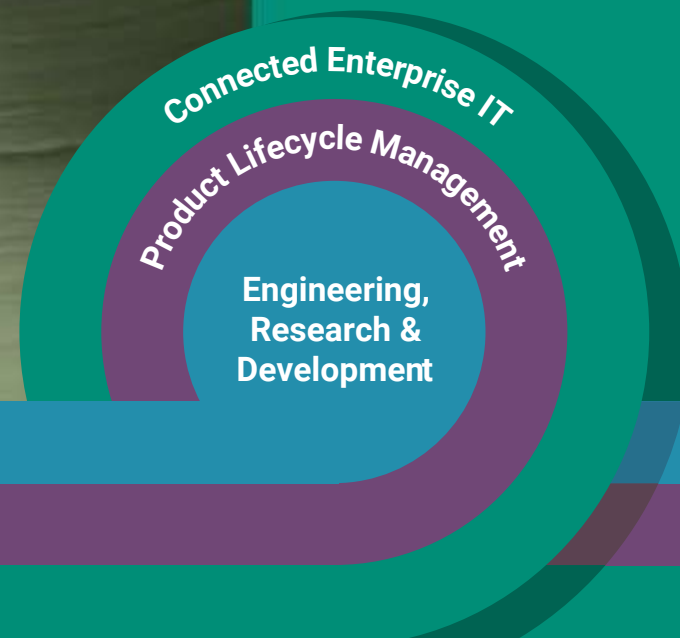
ENTERPRISE  
RESOURCE  
PLANNING

# PRODUCT DEVELOPMENT IS AT THE CORE OF EVERYTHING WE DO

We empower our clients to make their product dreams a reality by designing, engineering, validating and industrializing better products.

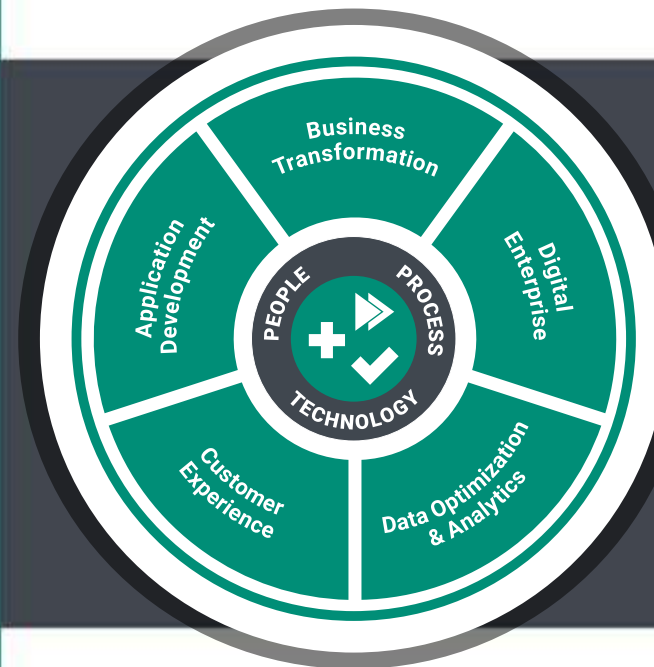
Unlike any other organization in our sector, beyond engineering and product development, we've had the curiosity to pursue the optimization of end-to-end manufacturing. The result is a complete understanding of the benefits associated with the digitalization of modern manufacturing.

Architected well, the complete product realization lifecycle is a virtuous feedback loop designed to embrace the data that supports the continuous improvement of better products.



## WHY TATA TECHNOLOGIES?

Tata Technologies leverages more than 25 years of cumulative knowledge and experience to help the world's leading manufacturers create great products and select, deploy and adopt the technologies that underpin the entire product realization lifecycle. Drawing on a combination of people, process and technology, we drive efficiencies and innovation to help our clients meet their design, engineering and production challenges.



## CONNECTING THE MANUFACTURING ENTERPRISE

Tata Technologies' connected enterprise IT solutions enable businesses to optimize the application of technology for the manufacturing sector, removing critical data discontinuities and enabling a platform for the complete digitalization of modern manufacturing. Our vast experience with product development and manufacturing engineering helps provide enterprise-wide visibility of the key performance indicators for seamless manufacturing execution.

## CONNECTED ENTERPRISE IT (CEIT) SOLUTIONS

- Enabling smart connected factories
- Delivering global solutions for digital manufacturing
- Extending the digital lifecycle into effective manufacturing with enterprise resource planning (ERP), manufacturing execution systems (MES), supply chain management (SCM), customer experience management (CXM), business analytics and intelligence (BA/BI), complemented by world-class application maintenance services (AMS)
- Other legacy IT systems

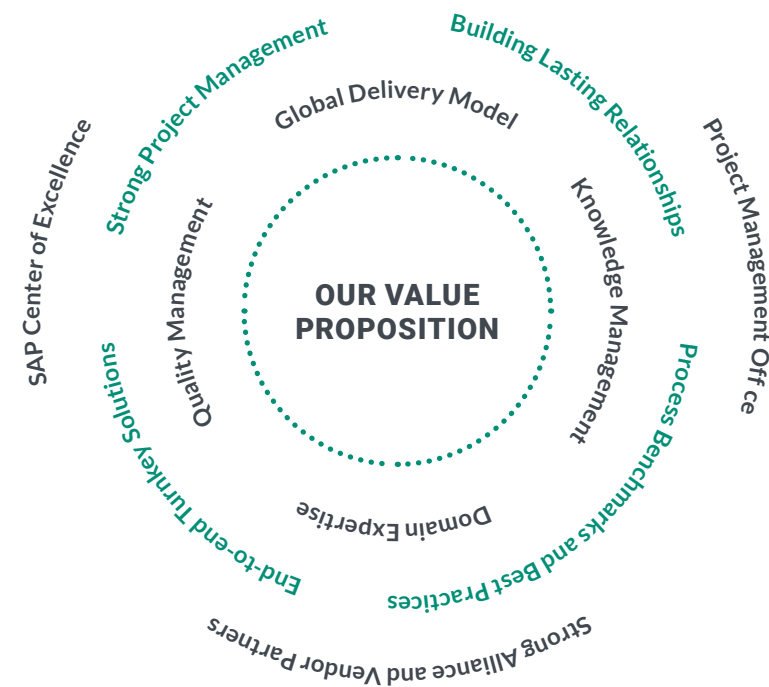
Capacity to Create

Process to Create

Manufacturing Enterprise IT



SMARTER SOLUTIONS.  
INNOVATIVE RESULTS.



## LEADING EDGE

Tata Technologies delivers customized systems, applications and products in data processing (SAP) that enable informed decision-making and identify opportunities for production process improvements. Our practitioners possess deep domain knowledge of complex manufacturing processes, business issues and the technologies required to improve operational efficiency.

Backed by a value-focused approach to ensure ongoing simplification and a reduction in total cost of ownership (TCO), our subject matter expertise is derived from more than 25 years of experience working with global companies in the automotive, aerospace and industrial heavy machinery industries. Our innovative capabilities and best-of-breed consulting and implementation services deliver immediate business value and enable organizations to realize the power of the integrated enterprise, ultimately resulting in business growth.

## ENABLING INFORMED DECISION-MAKING TO DELIVER POWERFUL RESULTS

Global economic conditions, compressed product development lifecycles and increased competition are disrupting the global marketplace. Modern organizations must rise to these challenges and transform themselves in order to remain competitive.

Systems, applications and products in data processing (SAP) ensure business transformation through innovative approaches that deliver immediate business value thereby building best practices for an enterprise.

There is demand for comprehensive solutions that can bring about and support fundamental change in an organization's technical, political and cultural systems.

Our relationship with SAP® and our world-leading business and technological insights enable us to help our clients innovate, evolve and become industry leaders.

## EFFECTIVE SAP BUSINESS TRANSFORMATIONS HELP ACHIEVE

48%

Lower manufacturing cycle times in ERP software implementations where standard reports can be generated

41%

Less scrap as a percentage of manufacturing cost when production is monitored

43%

Lower customer order cycle time in organizations with real-time tracking of warehouse activities

38%

Lower product lifecycle management costs in organizations documenting process from concept to product launch

37%

Lower service parts inventory when maintenance planning takes into account skill, material and tools required

27%

Shorter time-to-market for new products when formal procedures exist to communicate ramp up prerequisites

50%

Faster financial period closing and consolidation

60%

Reduction in payment cycle time

60%

Reduction in transaction costs (e.g., cost per invoice)

BETTER SOLUTIONS.  
BETTER OUTCOMES.



### Supply Chain Management (SCM)

- Demand Planning and Forecasting
- Safety Stock Management
- Supply Network Planning
- Vendor Managed Inventory
- Production Planning and Detailed Scheduling
- Spend Analytics
- Sourcing
- Contract Management
- Operational Procurement
- Supplier Collaboration



### Enterprise Resource Planning (ERP)

- Resource Optimization
- Predefined Solution Maps for Enterprise Management
- Business Process Re-engineering
- Point Solutions for Business Problems
- Data Enrichment Solutions



### Customer Experience Management (CXM)

- Marketing
- Lead Management and Pre-sales
- Dealer Workshop Management
- Analytics (DSS and MIS)
- Pre-built KPIs



### Business Analytics

- Product Assessment and Roadmaps
- Accelerated Deployment with Pre-built KPIs
- Data Services
- Predictive, Prescriptive and Descriptive Analytics
- Senior Management Dashboards



### Business Process Management

- Building Roadmaps
- Accelerated Deployment with Pre-built KPIs
- Automated Workflows



### Technical Service Offerings

- SAP Implementation and Roll-outs
- Production Support and Maintenance Services
- SAP Business Warehouse on SAP HANA\*
- SAP Scan and Value Engineering
- SAP Basis and Technical Services
- Migration to SAP S/4HANA\*
- SAP Upgrade Services
- Proof of Concept

# SERVICE OFFERINGS



## OUR ERP ENTERPRISE-WIDE FRAMEWORK

The value that we deliver to our clients is indicated by our operational business framework which introduces a structured approach towards providing *Better Solutions*. The structure is aligned to industry standards and best practices along with input from our acclaimed subject-matter experts based on trend analysis and technology upgrades.

| Objectives   |  |  |  |   |
|--|--|--|--|---|
| Reduced Total Cost of Ownership (TCO)  | Alignment with Business Objectives   | Innovation and Business Transformation   | Solution Quality, Flexibility and Speed  | Comprehensive Coverage  |
| Enablers   | Transform  | Realize  | Enable                                   | Enablers  |
| <b>People</b><br>Domain Experts<br>Process Owners<br>Subject Matter Experts<br><br><b>Process</b><br>Governance<br>Communication<br>Quality<br>Delivery Metrics<br><br><b>Infrastructure</b><br>Scalable Data Center<br>Secured Offshore<br>Delivery Engineering Center (ODEC)<br>BCP/DR | Inputs   |  |  | <b>Tools</b><br>ARIS<br>Hewlett Packard Enterprise LoadRunner<br>Hewlett Packard Enterprise Unified Functional Testing (UFT)<br>SAP Productivity Pack<br>SAP Solution Manager (SolMan)<br>Trillium Software System*<br><br><b>Service Practice</b><br>SAP<br><br><b>Industry Practice</b><br>Automotive<br>Aerospace<br>Industrial Heavy Machinery<br>Others<br><br><b>Alliances</b><br>SAP |
|  | Business Objectives  | Deliver Transformational Opportunities   | Opportunities for Improvement            |   |
|  | Scope Definition   | Operational Targets  | Strategic Inputs from Identified Roadmap |   |
|  | Business Process   | Resources  |  |   |
|  | Workshops  |  |  |   |
|  | Work Streams   |  |  |   |
| Define, Plan, Execute and Verify   | Business Analysis, Service Efficiency and Project Execution  | Implement Process, Improvement Proposal and Continuous Improvements                                  |  |   |
| Deliverables   |  |  |  |   |
| SAP Business Blueprint; BP-IT App Map; Timeline, Transformation, Alignment and Value Driver Analysis; and Pre-built Solution Template  | Optimized Delivery Model, Metrics Report, Process Improvement Proposals and Transformed Business Structure | Improved Time-to-market, Enhanced Productivity, Process Cycle Time Reduction, and Quality Throughput |  |   |
| <b>Jump Start Launch</b> →   | <b>Operational Excellence</b> →  | <b>Strategic Solutions</b> →   |  |   |

| Tata Technologies Differentiators              |  |  |  |  |
|--|--|--|--|--|
| Focus on Business Objectives and Value Drivers | Industrialization of Relevant Best Practice Processes for Business Aligned Solutions | Leveraging the Right Shore for Delivery to Drive a 'Fiscally Responsible' Solution | Effective Reuse of Existing Assets to Ensure Quality and Speedy Delivery | Complementary Teaming Agreements for End-to-end Coverage |



## KEY DRIVERS TO SUCCESS



Single preferred partner for a large number of OEMs

8,750+

Man-years of ERP/SAP implementation experience



Value management methodology, including benchmarking with peers/competitors and a business case to support business processes and KPIs



Registered as an authorized partner for SAP



1,600+ experienced employees in the ERP/SAP practice



Large customer network across the value chain



# VALUE DELIVERED

Tata Technologies played a crucial role in developing a global template for implementing SAP across business critical processes and ensured data was accessible to all operational functions in real-time.

## THE COMPANY

An English automaker and subsidiary of an India-based global automotive giant, whose principal activity includes designing, developing, conceptualizing, manufacturing and selling luxury and off-road vehicles that represent their marquee brands. The brand has a rich heritage and is well known in more than 80 countries around the world.



"I would like to thank the team at Tata Technologies for doing a fantastic job during our business transition from our earlier partner. Our IT environment is complex and our teams credit the diligence shown in understanding the applications and handling our users. We couldn't have moved forward without the support shown by Tata Technologies."

- *Head of IT Services, An English automaker and subsidiary of an India-based global automotive giant*



## THE CHALLENGE

The client was faced with the challenge of multiple systems that presented truncated and inconsistent data across the enterprise, which was made apparent by:

- ▶ Unavailability of key data to make business decisions in real-time and lack of alignment between applications, i.e., fragmented and disparate systems
- ▶ Inconsistency in data which had a high risk of error, thereby making forecasting and reporting unfeasible
- ▶ Prevalence of brand specific processes and applications, i.e., working to different standards under one roof
- ▶ High level of interface conciliation, i.e., no Sarbanes Oxley (SOX) control on applications
- ▶ Presence of multiple systems that makes predicting performance at logistic and cash level very challenging
- ▶ Arduous process of changing market dealer structures
- ▶ High complexity when introducing new vehicles to the market and cumbersome market dealer structures

## THE SOLUTION

- ▶ The creation of a "show and tell" global template solution that identifies and documents local business needs
- ▶ Well defined project schedules, charters and project management plans, along with the establishment of local project organization and relevant working committees
- ▶ Formulating a blueprint to represent business processes and organizational structure within the SAP system
- ▶ Build and test (BAT) of all business process requirements based on formulated blueprint
- ▶ Finalization of the project go-live stage by ensuring preparation through business support activities
- ▶ Setting up production support and a monitoring system

# THE RESULTS



Reliable movement of business critical data in real-time around the enterprise through a common system on SAP



Common and unique global business template on SAP to support all core business processes



Improved cash flow and market equation through faster invoicing and increased efficiency that optimized vehicle inventory



Standardization of business process across different brands under the client's scope through SOX controls. This led to increased regional staffing opportunities for appropriate processes and improved mobility of staff within and between business units

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