

eCommerce Implementation

Client

Specialized in manufacturing sales and aftermarket operations.

Business challenge

Develop a product catalog solution for the client's aftermarket deals and aid with standardization efforts:

- Every manufacturing company had its own ERP
- The catalog classification was different across the industry
- The implementation was consistently facing a challenge to replace existing IT

Approach

Developed a data model allowing almost any type of material to be fit or customized with little effort:

- Standardized a process across the catalogs and manufacturing companies
- Developed tools for reducing manual errors
- Set up a dedicated DATA team in a factory model
- Developed road maps and set up the product sustenance team
- Due to process standardization, there was some flexibility to ramp up down the DATA team as needed

Results

In a short period of time, helped the Client roll out the product implementation:

- Converted more than 350,000 catalogues which supported various part types including moulds, engine parts, specialty machines, and specialty vehicles
- The Client has since engaged ThoughtFocus to develop eCommerce for manufacturing
- The Client is negotiating with ThoughtFocus to deploy enterprise mobility based service modules
- Became the Client's IT partner

Business benefits

- Improved efficiency by reducing manual errors
- Reduced complexity by standardizing the processes
- Improved aftermarket sales and operations through eCommerce and mobility

ThoughtFocus is a US based, privately held consulting, software engineering and business process management firm with offices in the US, India and the Philippines. We help clients in avionics, education, financial and insurance services, manufacturing, payment and loyalty solutions industries with their key business and technology challenges.

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