



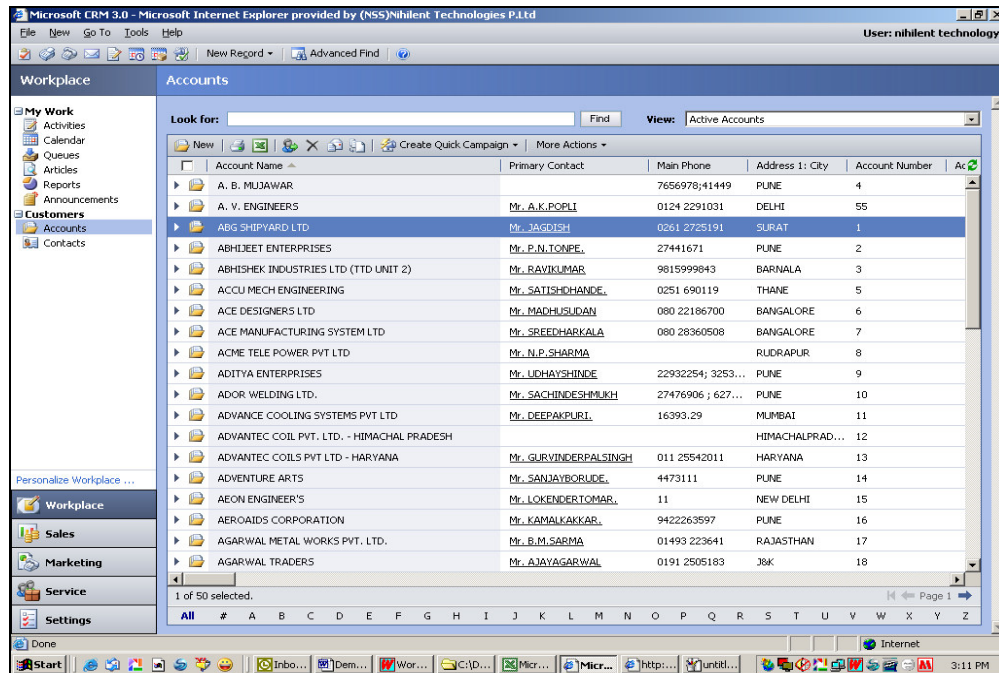
Case Study: Demag Cranes and Components India

About the Company

Demag Cranes and Components (India) is a subsidiary of Demag Cranes AG, a world leader in industrial cranes, crane components, harbor cranes and port automation technology. As a global supplier, Demag Cranes manufactures in 16 countries on five continents and operates a worldwide sales and service network that is present in over 60 countries through its subsidiaries, representative offices and joint ventures.

Project Description

The project entailed automation of sales and services processes using MS-CRM to help the management in tracking current business performance and taking future course of action. This required business process re-engineering at Demag, as well as consolidation and integration of data from a large number of sources.



Microsoft CRM

Business Challenges

The business system of Demag Cranes had multiple loosely integrated parts. It was difficult to address client order or service call status because of the data distribution among multiple systems.

The other major problem was to consolidate data from different locations, work on it and prepare a report for senior management. The major challenges faced were:

- Streamline and update existing Sales and Service processes.
- Bring synergy between Sales and Services processes.
- Consolidation of humongous data coming from different data sources.



- Elimination of repetitive efforts of data consolidation and analysis.
- Need of a central repository for the data over the years required for analysis.
- Automation of Sales and Services processes.

Nihilent's Role

- Nihilent helped the management in understanding the features and best practices offered by Microsoft CRM
- To get an insight into the existing processes, Nihilent studied all the existing documents
- Workshops were conducted with identified process experts to understand the existing business processes
- Nihilent shared best practices in process reengineering with Demag Cranes
- Updated processes were shared with senior management at Demag to get their buy-in
- The process of data capturing and feeding within Demag was standardized by designing standard forms
- The re-engineered processes was automated using MS-CRM tool
- Nihilent trained the identified people on using MS-CRM

Platform and Technologies

- Platform and OS: Microsoft CRM

Business Benefits Delivered

- Order and Service call entry was enabled via Internet to respective engineers or Managers
- Employees got self-entry timesheet reducing time and paper work
- The project enabled real time tracking of all business activities with comprehensive details and better control
- There was Standardization of Data Capturing and feeding process within organization
- All the querying and reporting was made possible on a single system, enabling advanced analysis
- It lead to knowledge sharing among employees about any process, experience, standard e-mails or problems
- Automatic e-mail escalation and notification was facilitated
- The implementation improved productivity and reduced maintenance efforts and costs, by eliminating repetitive efforts on data collection, consolidation and analysis, leading to improved service delivery and quality