Leading the digital business evolution

The digital economy is here and it demands companies embrace change to overcome these business disruptions. Organizations must respond to the challenges being brought on by digital innovations and digital culture by successfully delivering engaging customer experiences across channels, improved operations and creating new business models.

KPIT’s Digital Transformation solutions bring fundamental changes to these foundational components of an organization’s business to reduce complexity, redundancy, and foster innovation that creates new business value.

For some businesses, Digital Transformation is as simple as going paperless. For some, it might mean a full scale change to how they do business. In a nutshell, Digital Transformation is the shift or rather a logical evolution of a business to invest in technology and relevant business models to cater to every transaction that a customer has with the business.

The primary factors that drive Digital Transformation still remains the consumer, technology and competition. Only these factors are much faster moving targets today which businesses must continuously review. And some businesses might just miss the opportunity or fail to recognize they are lagging behind.

Benefits

Some of the key benefits that any business can derive by implementing Digital Transformation solutions include:

- Increased Customer Satisfaction & Business Continuity
- Operational Excellence through integrated Manufacturing Operations
- Improved Supply chain visibility and reduction in transport costs
- Improved Delivery, Reliability and Quality of Service to the customers
- Reduction in Service Operations cost & field force costs

KPIT and Digital Transformation

KPIT’s understanding of a wide range of clients from different domains gives it granular insight into the digital challenges of each business. KPIT has already collaborated with leading providers of Cloud, Collaboration Platforms, Mobile and Data Framework and Content Management Systems (to list a few) to manage and engage any plausible challenge that businesses bring to the table.

Consulting, implementations, or support, KPIT has experience and solutions for the building blocks of your Digital Transformation.
### Digital Transformation Solutions

**Digital Customer Experience**
- Social Activity Tracking & Reporting Platform
- Website Click Activity Tracker
- Mobile Enabled Warehouse Management Solution
- Stock Taking & Product Ordering
- Connected Office

**Digital Operations**
- Mobile Enabled Field Workforce Management
- Mobile Enabled Warehouse & Inventory Management
- Stock Taking & Product Ordering
- SSO Reporting & Collaboration Portal
- Connected Office

**Transformed Business**
- In-Vehicle Apps (Infotainment)
- Integration Platform
- Device Connectivity Framework for Vehicles
- Detect and Prevent Vehicle Failures
- Remote Data and Diagnostics for Predictive Service
- Enterprise Content Management Solutions
- Remote Data and Diagnostics for Predictive Service
- Vendor/Customer eCommerce Marketplace Solution
- Remote Data and Diagnostics for Predictive Service

### Digital Transformation Focus Areas

#### Customer Insights
Develop better products and provide better customer experience and service by understanding customer sentiment and actions with KPIT social and web analytic and tracking solutions.

#### Experience Management
Gather, manage and understand customer information, deploy and monitor marketing campaigns across channels with KPIT digital marketing and experience platform solutions.

#### Digital Process
KPIT governance and compliance solutions provide the foundation for process digitization, increasing efficiency and enables companies to refocus resources on strategic tasks.

#### Connected Workforce
From mobile enabled field workforce, warehouse and inventory management, to shared collaboration tools and platforms, anywhere and anytime connected workforces are more effective and more efficient.

#### Manage Performance
Define and understand your key business measures to sort the critical data from the noise with analytics, dashboards and business intelligence solutions.

#### Product Innovation Tools
From technology frameworks and platforms, to innovation and rapid development tools, KPIT solutions help companies innovate and deliver user centered products and services.
So how do you start your digital transformation journey?

KPIT can help. Our mature Digital Transformation practice with highly experienced specialists will assess your current set up and provide you a holistic business view to enable your transformation story. Our assessment includes:

**Digital Maturity Assessment**

KPIT consultants perform a Digital Maturity Assessment, measuring an organization’s current digital status across four key areas.

**Transformation Analysis**

Perform a comprehensive audit of existing digital efforts and infrastructure across the organization. Assessment details the digital readiness, and identifies opportunities for digital transformation.

**Solution Samples**

**KPIT Social Analytics Platform**

- Complaint Analysis
- Product Review Analysis
- Sentiment Analysis
- Competitive Analysis Information

**KPIT Market Place – Full Featured E-Commerce**

- Find Products
- Search Capability
- Multiple Payment Options
- Fully Integrated

**KPIT Real Time Vehicle Analytics**

**K-FieldServe – Field Service Automation**

- Geo Location Support
- Calendaring and Scheduling
- Alerts and Notifications
- Inventory Management

- Product Feedback
- Customer Comments
- Ratings

- History of Work Performed
- Online / Offline Sync Mechanism

KPIT works with client agents of change inside the organization to prepare a transformation vision presentation, to onboard executive leadership and other key sponsors.

**Transformation Roadmap Development**

Create a roadmap based on defined timelines, tracking to client business priorities and goals.
Case Studies

1. Created user experience driven business intelligence portal that combines app store functionality and social business for easily accessing and consuming reports for a large North American food manufacturer.

2. Enhanced the web presence of a large North American beverage distributor by delivering Web 2.0 features integrating multiple systems and platforms and eliminating the need of multiple storage systems.

3. Overhauled the entire website of a geoscience and engineering major to deliver a superior employee and customer experience encompassing specific UX, UI, development, CMS, SEO and testing solutions.

4. Delivered ERP power to mobile devices by developing a hybrid iOS app that integrates securely with SAP ERP systems for a large distribution and delivery system company.

5. Created a user friendly and effective search driven document management system delivering precise document search results including on-the-fly document creation and document maintenance for a global supplier of drilling equipment.

To learn more about how KPIT’s Digital Transformation solutions can help you improve the effectiveness and efficiency of your digital initiatives while delivering measurable results, contact us at EnterpriseSolutions@kpit.com

About KPIT

KPIT Technologies (BSE: 532400; NSE: KPIT) is a fast growing Product Engineering and IT consulting partner to Automotive, Manufacturing and Energy & Utilities companies. A leader in technology solutions and services, KPIT partners with 200+ global corporations enabling them to become more efficient, integrated and innovative enterprises.