



Streamlining change

Sales & Fulfillment



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Building
Tomorrow's Enterprise

Change seems to be the key word in the way organizations have been viewing the sales and fulfillment (S&F) process. From just meeting sales goals, enterprises are now aiming at long-term, growth-oriented strategies. In a recent Tweetchat, our trendspotter fielded several questions on outsourcing, order-to-cash process, and digital services.

Our expert



Shyam R Rao

*Business Development Lead –
EMEA and APAC
(Sales and Fulfillment Practice),
Infosys BPO*

Shyam has over 17 years of professional experience in supply chain, inventory optimization, and after sales operations. He is responsible for conceptualizing and implementing shared service and outsourcing solutions and has led several solutions and consulting efforts for clients across the supply chain and sales operations domains.

Prior to Infosys, Shyam worked in the procurement and supply chain functions in the hi-tech manufacturing and financial services industries. Shyam is an alumnus of the London School of Economics.

More power to outsourcing



What are the processes in supply chain BPO being considered for outsourcing and why?

- Rajesh Kamat



This can be divided into three sections – digital services, inventory optimization, and order management. Optimization and day-to-day maintenance of inventories is an area that enterprises are looking to outsource. Vendors bring in MEIO tools, applications, and an out-of-the-box perspective to industry inventory conundrums. Order management is now being consolidated and outsourced to nearshore locations, especially in Europe where the ability to provide multiple language and nearshore support from Eastern Europe is immense.

- Shyam R Rao

Order-to-cash



What are the accounting entries which get affected in the order-to-cash cycle?

- Nitish Srivastava



Besides generic accounting entries such as AR and general ledger, OTC's biggest impact can be on DSO and working capital.

- Shyam R Rao



What is IT's role in the order-to-cash cycle?

- Nitish Srivastava



We see two trends – cloud-based OTC platforms like Sterling Commerce and Infosys CommerceEdge, and automating technologies such as autonomics and robotics to improve productivity of the process.

- Shyam R Rao

Digital services – to be outsourced or not?



Why are digital services being outsourced?

- Vaibhav Dhawan



With the growth of the Internet, we have seen marketing and sales transition to the online platform. This is a huge opportunity for cost reduction and for improving campaign effectiveness.

- Shyam R Rao



What benefits are companies deriving from outsourcing digital services over and above cost?

- Andrzej Wrobel



Reduced orders on hold, reduced days sales outstanding (DSO), and reduced working capital.

- Shyam R Rao



What is the trend in delivery location for S&F BPO with respect to digital services?

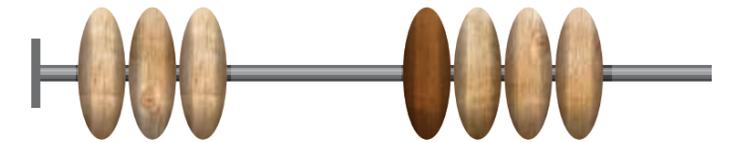
- Shashi Bhojwani



It will be a hub and spoke model with a difference. High skill language-related work, which requires interaction will be co-located with clients, while a global hub will manage all transactional non-customer facing work.

- Shyam R Rao

What should change?



'Just tell them we can do it and get the order. We'll worry about delivery later.' This seems to be a regular trend. Your take?

- Social_Man 13



We should not; this creates a vicious circle leading to lost sales. Breaking it and forging a unique path, ensures perfect orders.

- Shyam R Rao



Should S&F be a unified process to consistently meet commitments and serve customers?

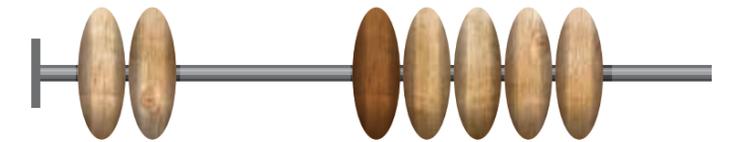
- Social_Man 13



Infosys sees S&F as a unified supply chain process, covering all customer-facing activities of the value chain. The goal of these activities is CSAT.

- Shyam R Rao

Technology and sales go hand-in-hand



Companies capable of handling multi-channel fulfillment can be a valuable resource. Does Infosys BPO have this in inventory?

- Social_Man 13



Infosys has multi-channel fulfillment solutions and has alliances with both market leaders and in-house tools/technologies.

- Shyam R Rao



How will cloud-based solutions impact S&F?

- Vaibhav Dhawan



Cloud-based platform services like BPaaS which are 'pay-per-use' will be the future. Because of the high seasonality of the process and CAPEX involved in setting up multiple digital centers, order management and fulfillment platforms like CommerceEdge and Sterling Commerce will become more popular in the B2C sector.

- Shyam R Rao

Into the *future*



What is the trend in IT+BPO in S&F processes?

- Shashi Bhojwani



Plug and play digital platforms for campaign management and digital asset management (DAM) is a crucial differentiator. Process will be driven not by large scale implementation of platforms but by individual process automation. Technologies like autonomies and robotics will seek to improve productivity of the process.

- Shyam R Rao



What will transformation focus on?

- Shashi Bhojwani



Trend will be towards analytics of digital data to improve campaign effectiveness.

- Shyam R Rao



How will measurement and SLAs change?

- Rajesh Kamat



SLAs will be all about impact rather than just controlling the process. SLAs will shift to metrics that have a business impact such as CTR, online sales, etc.

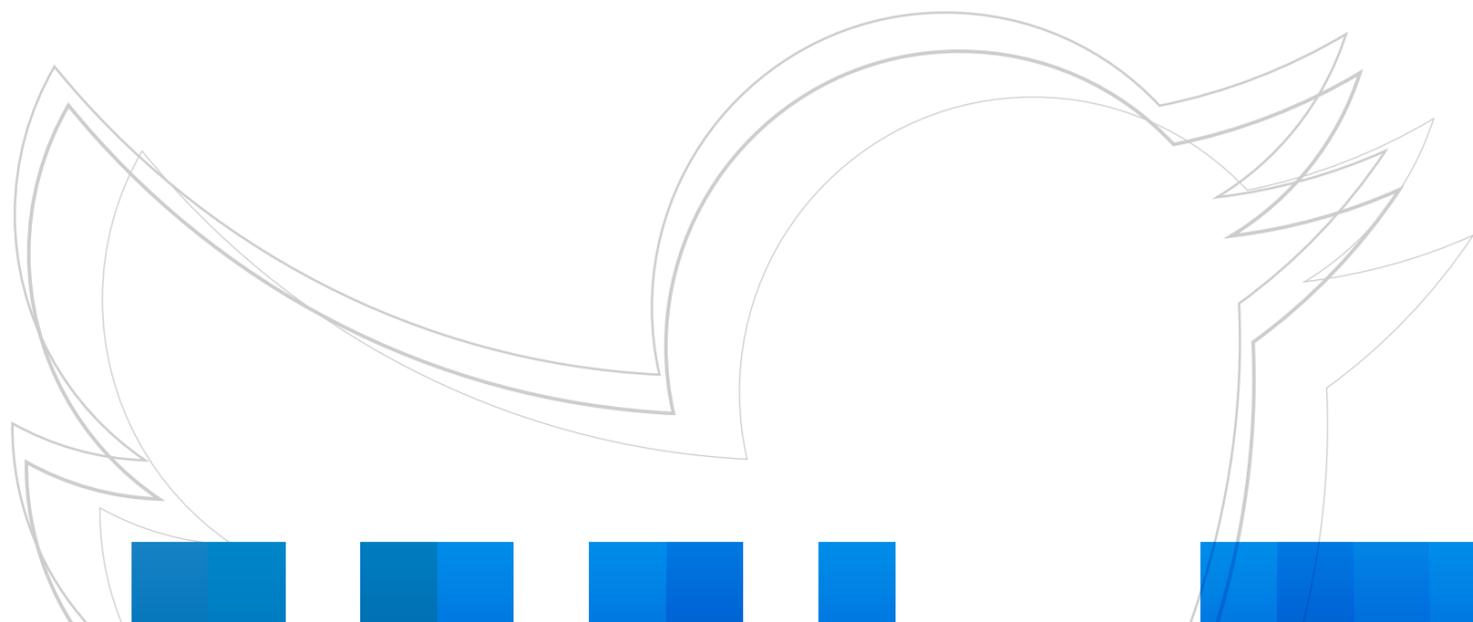
- Shyam R Rao

Conclusion

What is the community saying?



As the S&F function gears up to become more optimal, underlying processes also undergo a drastic change. The community is abuzz with questions on outsourcing digital services, engaging technology to help sales, and what the S&F future holds. 2014 promises to be exciting for the S&F function with plenty of changes and a fresh outlook.

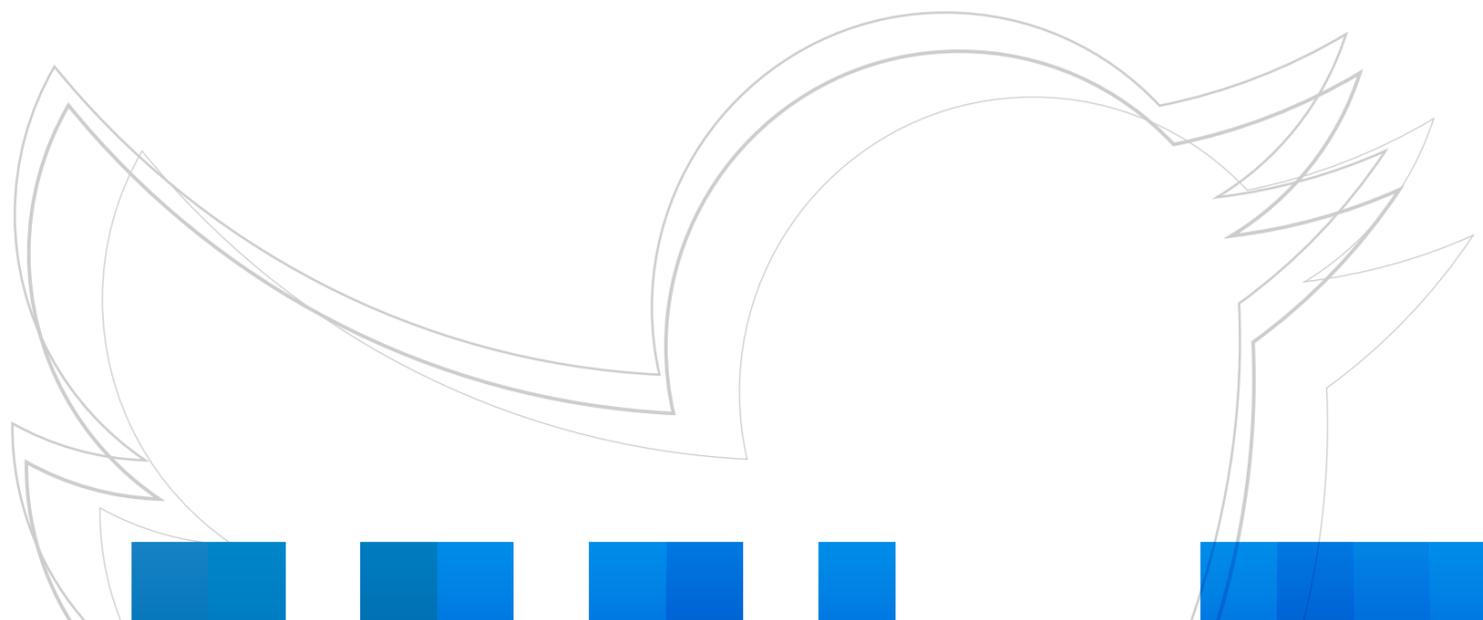


*The focus areas in the S&F industry are derived from a
Tweetchat that featured an Infosys BPO expert who
discussed trends in S&F with the community.*

For more information and insights, please visit us at:

<http://www.infosysbpo.com>

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