

## Automaker Generates \$100 Million in Parts Sales with a Digital e-Commerce Solution

### BUSINESS GOALS

The client wanted to provide a platform for customers to search and purchase parts 24/7 without needing to call a dealership. They envisioned an e-Commerce Solution that enables customers to seamlessly locate, buy and pick up parts from their local dealer or parts distribution centers.



### BUSINESS BENEFITS

Tripled the client's online sales in just two years, to \$100 Million in sales

Created an easier parts ordering process for 10,000+ end customers, who can now search and purchase approximately 100,000 parts online

Dealers can easily advertise their parts sales, and customers can track orders and invoices online

Scalable, efficient self-service solution reduced the cost of parts ordering and eliminated manual work by dealerships

### CHALLENGES

- Customers had to call dealers and place orders during business hours only
- No customer-facing platform to shop for parts or look up prices and availability
- Parts orders could only be placed in the company's SAP ECC system, making the process complicated for dealers and out-of-reach for customers
- The design limitations of SAP transactions made it difficult to build a user-friendly front end with the right look and feel
- Several SAP processes required modification to be used on an e-Commerce website

### SYNTEL'S SOLUTION

- Syntel helped develop an e-Commerce solution based on an existing module in SAP ECC, enabling easy web-based parts purchases from dealers or directly from manufacturing plants
- Modified important SAP processes such as order to cash, user maintenance and error handling to support the e-Commerce website
- Employed real-time interfaces to integrate the e-Commerce website with dealer systems, third-party suppliers and SAP sales processes for accurate part prices and availability
- Configured the website look and feel to provide a user friendly purchasing experience, and integrated it with their existing web-based tools

### CUSTOMER APPRECIATION

"I would like to recognize the achievements of our Aftermarket Technology Solutions team and our IT partners. Our e-commerce platform has generated over \$100 million in parts sales, tripling our online parts sales in just two years. This is a major digital milestone and we are very proud of what the team has accomplished."

- Sr. Vice President, Aftermarket

#### About Syntel

Syntel (Nasdaq:SYNT) is a leading global provider of integrated information technology and knowledge process services. Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Syntel's digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Syntel's "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

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