

Enhancing Siebel CRM @ Leading Manufacturing Company

Established in 1945, Customer is a leading automobile manufacturers and distributors. With revenues of USD 8.8 billion in 2007-08, Customer is the leader in commercial vehicles in each segment, and among the top three in passenger vehicles with winning products in the compact, midsize car and utility vehicle segments.

The company is the world's fourth largest truck manufacturer, and the world's second largest bus manufacturer.

THE CHALLENGE

With over 5 million vehicles just on roads, Company faced the challenge of serving a large customer base. To serve its customers better, they deployed the Customer Relation Management (CRM) system that acts as a centralized database of customer and vehicle information.

The data intensive CRM system stores over two billion data points, including customer information, billing, receipts, dealership parts and vehicle prices. With the CRM system in operation, the dealerships spent fewer hours updating data and Company achieved a consistent dataset across their entire organization.

Given the number users, ensuring continuous availability and good response time was crucial. Moreover, Company was constantly looking at ways to enhance the system to serve its stakeholders better. All this added up to a significant investment in continuous development and maintenance. However, Company had to ensure that business growth and customer support were unimpeded.

THE SOLUTION

Company chose QualityKiosk as its partner for testing. QualityKiosk used an automated testing approach and used:

- HP Quick Test Professional
- HP Load Runner

With these tools, the tests were initiated at the end of the day and run overnight with the results being ready for the team the following morning. QualityKiosk also devised comprehensive test database with a host of complex testing scenarios. For application releases, a testing script database was created, which was updated only for incremental changes in the application.

KEY BENEFITS

Significant benefits experienced by Customer include:

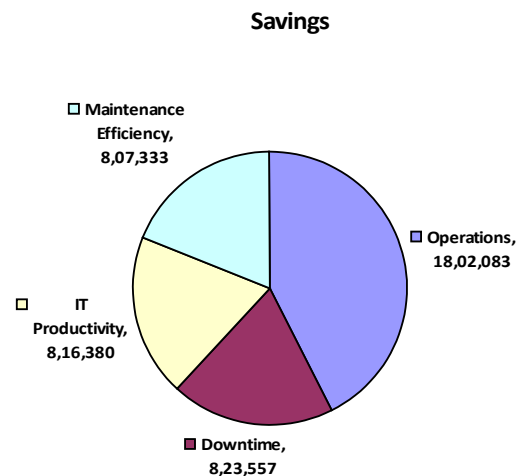
- **Reduced operational cost.** Database server CPUs reduced from 34 to 24 while increasing users from 15000 to 25000.
- **Reduced downtime.** Vigorous testing has minimized the risk of downtime during data and application upgrades.
- **Increased productivity.** Automated testing has freed the IT staff to perform other functions. Also, since the tests are conducted at night, the staff's time during the day is used productively for analysis.

Moreover the exhaustive testing scripts database means that test scripts for only the incremental changes need to be written.

- **Improved efficiency.** The testing processes have reduced the number of hot fixes for a major release from three to one, and also decreased the time required to for each fix is reduced to two days from one week.

Return on Investment

Since the deployment of HP Quick Test Professional and HP Load Runner, Company has saved over USD 4.3 million in costs.



Company was able to **save \$2.84** in benefits for every dollar invested in the testing tools and process and the recovered its initial investment in just 8.4 months since the full deployment.