



### Company Profile

**Founded**  
1939

**Headquarter**  
Mumbai, India

**Web Site**  
www.ateindia.com

**Company Fact**  
Dedicated to industrial sales, distribution, and service, operates in the domain of :

- Textile Engineering
- Clean Technology
- Flow Technology
- Print and Packaging Solutions

**Number of Customers**  
4000+

**Number of Products**  
400+

**Sales Force**  
500+

**Key CRM Requirement**

- Sales On & Offline
- Marketing Online
- Quoting& advanced Pricing
- Field service
- Teleservice

Founded in 1939, A.T.E. Enterprises Private Limited (ATEEPL) offers a wide spectrum of services encompassing Marketing, Pre-sales Consultancy, Sales, Distribution, After-sales-services.

The company operates a complex and growing business through a combination of regional sales Principals and Representatives. ATEEPL takes pride in the 'Wow' factor it provides to customers from the initial customer contact till customer support.

ATEEPL formed a dedicated subsidiary for sales & marketing, ATE Marketing Pvt Ltd to have focused approach on sales & service, realising in such a competitive industry, strong customer relationships spell the difference between success and failure.

### ATEEPL Business Challenges

ATEEPL grew rapidly since its foundation, increasing in number of products & services, offices & customers. The major challenges of this complex structure were:

- Manage increasingly complex products and product offerings.
- Increase the productivity of inventory
- Reduce operating costs & increase sales through Cross

### Selling

- Enhance customer satisfaction
- Improve agility and supply chain performance
- Enable greater flexibility address changing market Conditions

### ATEEPL Operational Challenges

The complete sales data was captured in excel sheets which was loosely integrated. It was difficult to address client order or service call status because data was spilled over at different places.

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

- Manage the sales & service of product master of more than half a million products.
- 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.
- Creation of a central repository for the data accumulated over the years required for analysis.
- Automation of Sales and Services processes.

**CASE STUDY: ATE Enterprises Private Ltd**



Evolutionary Systems Pvt Ltd (India)

Evolutionary Systems Arabia FZ LLC (UAE)





## Key Benefits Delivered

- Consolidated Customer database
- Effective & easier Cross selling with real time & accurate information
- Intelligent Analysis though business analysis tools for better decision making
- Quick Communication time & customer complaint resolution time
- Knowledge sharing
- Single information instance for reporting & MIS

## Evosys Role

Evosys was responsible for Oracle E-Business suite Impelmentation including Oracle CRM from Dec 2005 -May 2006 & providingsupport for period of 2 years.The role of Evosys was:

- Evosys helped in understanding thefeatures and best practices offered by Oracle CRM
- To get an insight into the existing processes, Evosys studied all the existing documents
- Workshops were conductedwith identified process experts to understand the existingbusinessprocesses
- The re-engineered processes was automated using Oracle CRM
- Evosys provided training &support for stablisation of the CRMthrough advanced training methods using VPN &videoconferencing for 8 Regional Offices

## Solution Implemented

- Application Version  
Oracle E-Business suite  
Version 11i (10.2)
- Oracle CRM
  - ✓ Sales Online
  - ✓ Sales Offline
  - ✓ Marketing Online
  - ✓ Quoting
  - ✓ Installbase
  - ✓ Filed service
  - ✓ Teleservice
- Oracle HCM Complete Suite
- Oracle Financials Complete Suite
- Oracle Distribution Complet suite
- Oracle Advanced pricing
- Oracle Discoverer-Sales & Marketing Analytics

## Business Benefit Delivered

- Order and Service call entry was enabled via Internet torespective Principals & SalesRepresentatives
- Availability of database for Cross Selling & creating trading community
- There was Standardization of Data Capturing and feeding process withinorganizationmaking reporting & consolidation easier.
- All the querying and reporting was made possible on a single system, enabling advanced analysis like Competition analysis & Loss analysis for intelligent decision making
- It lead to knowledge sharing among employees about any process, experience orproblems
- Automatic e-mail escalation and notification was facilitated
- The implementation improve productivity and reduced maintenance efforts and costs, eliminatingrepetitive efforts on data collection, consolidation and analysis, leading to improved service deliveryand quality

