



Field Service Automation with SAP Service Cloud

Alexandre Casanova, IT Global Director, Pall Corporation

Sandeep Rathod, Associate Director, Birlasoft

Session ID ASUG83146

About the Speakers

Alexandre Casanova

- IT Global Director, Pall Corporation
- Executive Program Director leading and managing large Transformation Programs
- 20+ years of IT consulting and delivery experience
- Aircraft Pilot

Sandeep Rathod

- Associate Director, Birlasoft
- SAP Customer Experience (CX) Practice Lead for Sales, Service and Marketing solutions
- Partnering with customers to solve business problems for the past 20+ years

Key Outcomes/Objectives

1. Our Journey and Success Story
2. Key Use Cases in Service
3. Service Enablement with Birlasoft

Agenda

- Executive Overview
- Business Background
- Solution Overview
- Outcomes Delivered

Company Overview – Pall Corporation

- Founded in 1946, Pall Corporation is a leading manufacturer of high-tech filtration, separation and purification products, for the removal of solids, liquids and gaseous contaminants, serving needs of customers in Life Science and Industrial markets
 - Purifying and conserving water
 - Advancing pharmaceutical manufacturing
 - Making alternative energy possible
 - Protecting patients and caregivers
 - Minimizing emissions and waste
 - Improving beverage quality



- Public company, a subsidiary of Danaher Corporation
- Headquarter in Port Washington, New York
- Revenue in FY2018: US \$3 billion
- 10,000+ employees worldwide



KPIT IT Services business has merged with Birlasoft

Forming a leading \$500M publicly listed Enterprise Digital and IT Services company

Part of the \$2B CK Birla Group

birlasoft
with the IT edge of **KPIT**

BIGG^{er}
FAST^{er}
SMART^{er}

enterprise
reimagined **er**TM

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INDUSTRIES WE SERVE



Automotive &
Transportation



Energy &
Resources



Consumer &
Industrial
Goods



Media



Life Sciences



Banking, Capital
Markets &
Insurance (BFSI)

FOCUSED HORIZONTALS & DEEP DOMAINS

ORACLE &
INTEGRATED
ENTERPRISE
SOLUTIONS

SAP

DIGITAL
TRANSFORMATION

INFRASTRUCTURE
AND APPLICATION
MANAGEMENT
SERVICES

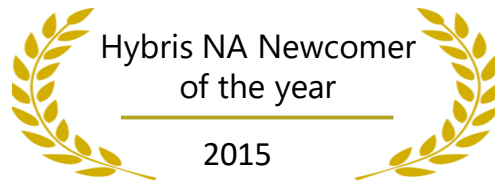
EXTENDED
PRODUCT
LIFECYCLE
MANAGEMENT

CRM (SIEBEL) AND
SALESFORCE

10,000+ Engineers | 5 Continents | Part of the 150 Year CK Birla Group

ASUG

Global C/4HANA Practice



3 Award Wins!

SAP C/4HANA



User Experience

Marketing Cloud

Commerce Cloud

Sales + CPQ Cloud

Service Cloud + FSM

Customer Data Cloud

Analytics, Integration

Digital Transformation, Change Management, AMS Support

Partner Ecosystem

OPENTEXT

paymetric

CyberSource®

mindtouch

GIGYA

VERTEX

Google

monetate

adyen

ClickSoftware

CallidusCloud

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SAP Partner Excellence Award in NA – Customer Experience

About SAP SE / SAP News Center / Ecosystem

SAP Announces 2019 Recipients of Regional Awards for Partner Excellence

January 31, 2019 by SAP News



SAP FKOM, Las Vegas, 2019

From left to right: Marc Monday- VP Channel Marketing- SAP, Blaine Trainor- RVP Channel CX- SAP, Greg Petraetis- (interim President of GB & COO) SAP, Anna Busch- Director Partner Business- SAP, Jeff Eberhart- Practice Director- CX- Birlasoft, Deepak Purohit- Global Head SAP Business- Birlasoft, Anand Aboti- VP Global Alliance- Birlasoft, Sarah Doss- Partner Manager- SAP, Laila Benslimane- Partner Service Advisor- SAP.

<https://news.sap.com/2019/01/regional-sap-awards-for-partner-excellence-2019/>

What SAP is Saying About Birlasoft

“I am honored to recognize and congratulate Birlasoft, as the recipient of the SAP North America Partner Excellence Award 2019 for Customer Experience. This achievement shows the highest level of commitment to go above and beyond delivery services and provide partner support within the SAP ecosystem. I am looking forward to even greater success in 2019.”

– **Marc Monday, VP Channel Marketing at SAP**

SAP Hybris Americas Service Delivery Partner of the Year in 2018

<https://www.birlasoft.com/company/news/2018/kpit-named-sap-hybris-americas-service-delivery-partner-of-the-year>

SAP Hybris Newcomer of the Year in 2015



Business Background

Challenges

- Unable to track customer interactions and service issues
- Service contracts and service execution gaps
- Inefficient and longer service execution cycles
- Service revenue leakage
- Disconnect and reconciliation challenges between field service in ServiceMax and post processing in ERP
- Failed to launch field service in SAP CRM on-premise system

Vision and Goals

- Better customer connection and experience to improve the value of products and services for customers
- Gain efficiency, transparency, and consistency in support operations
- Field service automation with end-to-end visibility in service operations
- One front-office for sales and service operations integrated with one ERP as back-office
- Expansion of service portfolio and service innovation

Scope

- Design and implement SAP Service Cloud solution integrated with SAP ERP/ECC
- All product lines and business units
- All customers and service locations worldwide
- Phased approach with pilot solution in four countries in Europe
- Roll-out in other countries and regions
- Expansion roadmap items

SAP Service Cloud – Enablement



50 Customer Service Agents



3 Service Centers
Americas, EMEA, APJ



7,000 Customer Service Tickets per month

Customer Service

- Customer 360°
- Customer Interactions
- Customer Contact Channels
- Service Categorization
- Service Tickets
- Service Level Agreement
- Back-office Integration

Pall Corp + Birlasoft
Partnership

Field Service

- Customer 360°
- Customer Interactions
- Service Quotes
- Repair Services
- Calibration Services
- Instrument Qualification
- Preventive Maintenance
- Warranty and Service Contracts
- Back-office Integration

Pilot Project +
Global Roll-out by
Regions in Phases



2 Field Service Managers
per region

25 Field Service Engineers
per region



30 Service Plants



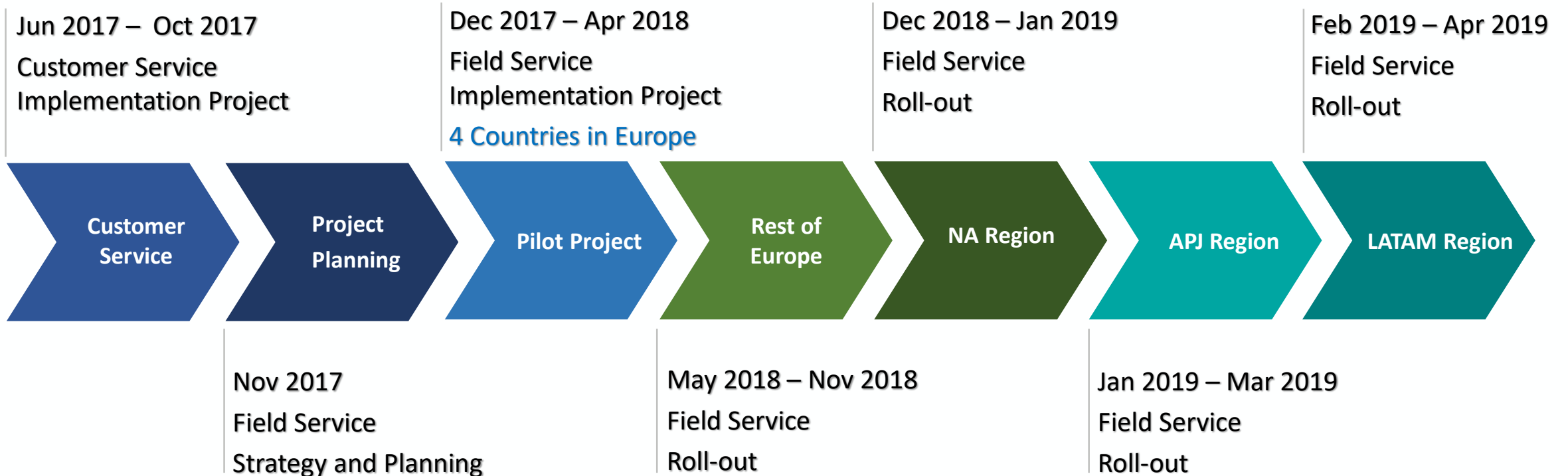
100 Work Orders per month

“Service is the heart of our Customer Experience”

ASUG

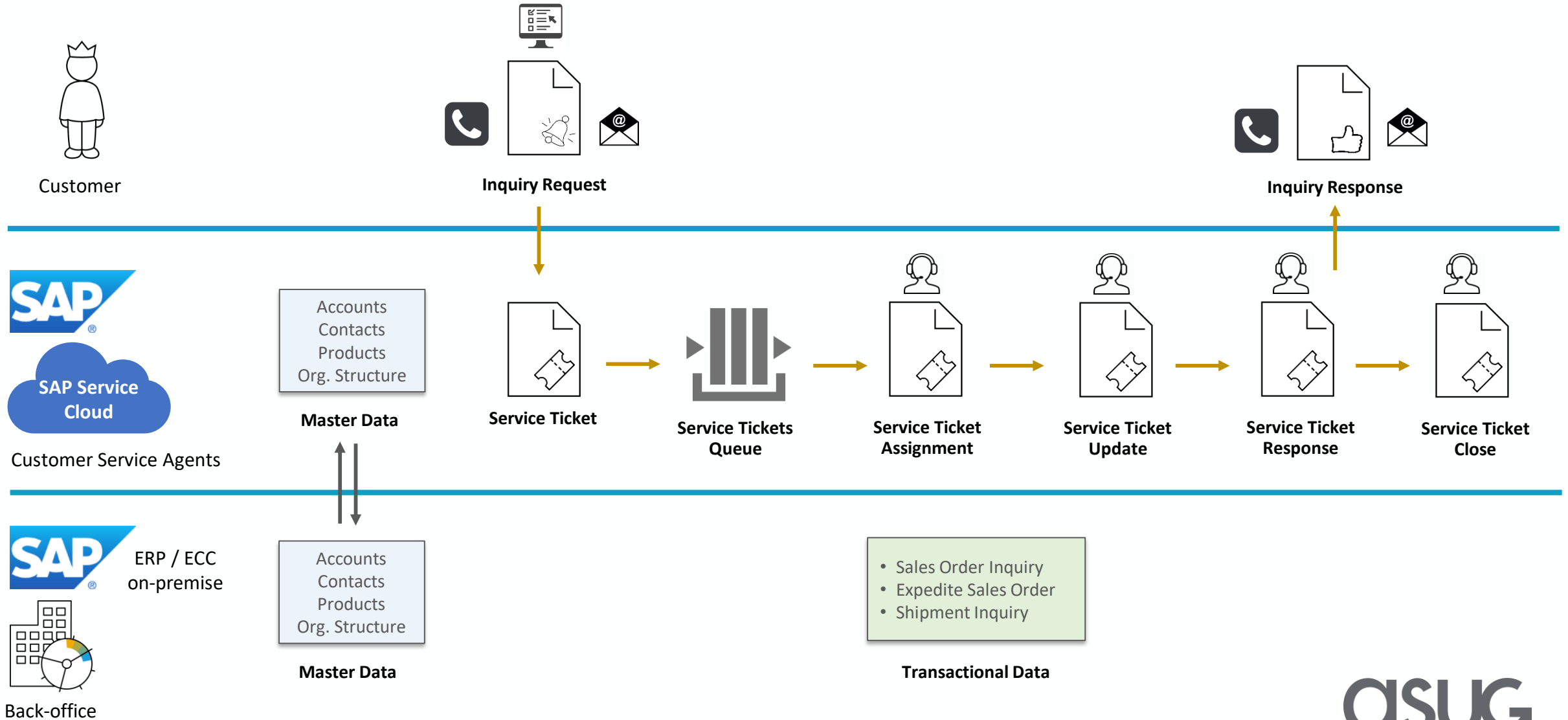
SAP Service Cloud – Enablement Journey

Service Management System



“A Perfect Journey for Complementing Exceptional Service”

Customer Service Business Process



Customer Service Screens

Priority	ID	Subject	Status	Function	Assigned To	Customer
Normal	7000079581	Test 2 with role assignment for owner code	In Process	Product Qualit...	ODATA AGENT	
Normal	7000079580	Test 2 with role assignment for owner code	In Process	Product Qualit...	ODATA AGENT	
Normal	7000079579	Complaint Owner - new map to code field	In Process	Product Qualit...	ODATA AGENT	
Normal	7000079578	Complaint Owner - new map to code field	In Process	Product Qualit...	ODATA AGENT	
Normal	7000079577	Complaint Owner - new map to code field	In Process	Product Qualit...	ODATA AGENT	
Normal	7000079576	RE: PALL Quote-20936558 Ref-CENTRAMATE 5005	Open	Service Inside ...		Sample Accou...
Normal	7000079575	AW: New Order related to service project SP_EP791...	Open	Service Inside ...		Sample Accou...
Normal	7000079574	WG: Quote for Pall support.	Open	Service Inside ...		Sample Accou...
Normal	7000079573	R: Material Order SP_GEN_0539	Open	Service Inside ...		Sample Accou...
Normal	7000079572	Acro valve 935V8997 for LONZA - PALL virus filtrati...	Open	Service Inside ...		Sample Accou...
Normal	7000079571	WG: Acro valve 935V8997 for LONZA - PALL virus fil...	Open	Service Inside ...		Sample Accou...
Normal	7000079570	AW: PALL Quote-20936558 Ref-CENTRAMATE 5005	Open	Service Inside ...		Sample Accou...
Normal	7000079569	WG: Acro valve 935V8997 for LONZA - PALL virus fil...	Open	Service Inside ...		Sample Accou...
Normal	7000079568	WG: Missing ZPI1	Open	Service Inside ...		Sample Accou...
Normal	7000079567	Test case Owner Biotech	In Process	Product Qualit...	ODATA AGENT	
Normal	7000079566	test for case owner population	In Process	Product Qualit...	ODATA AGENT	

Process Automation

- Create Service Ticket through contact channels (Email, Web-form)
- Assign Service Ticket to Customer Service Team
- Notification of Service Ticket for Customer
- Notification of Service Ticket for Agent
- Assign Response Template to Service Ticket

7000079581 - Test 2 with role assignment for owner code

Overview Items Products Interactions Involved Parties Related Items Activities Notes Workflow Changes Document Flow Changes Sub-Tickets Attachments Assign

*Subject: Test 2 with role assignment for owner code
 *Function: Product Quality Complaint
 *Priority: Normal
 *Assigned to: ODATA AGENT

Status: In Process | Business Unit: Röhren
P O Number: - | P O Date: -
Language: - | Pallet Complaint Number: CASE-2019-0000929 | Report Date: 03/18/2019 | Occurrence Date: -
Case Task Status: - | Complaint Task Status: - | Project Number: - | Customer Reference Number: -

Category
Complaint Category: Select

Registered Product

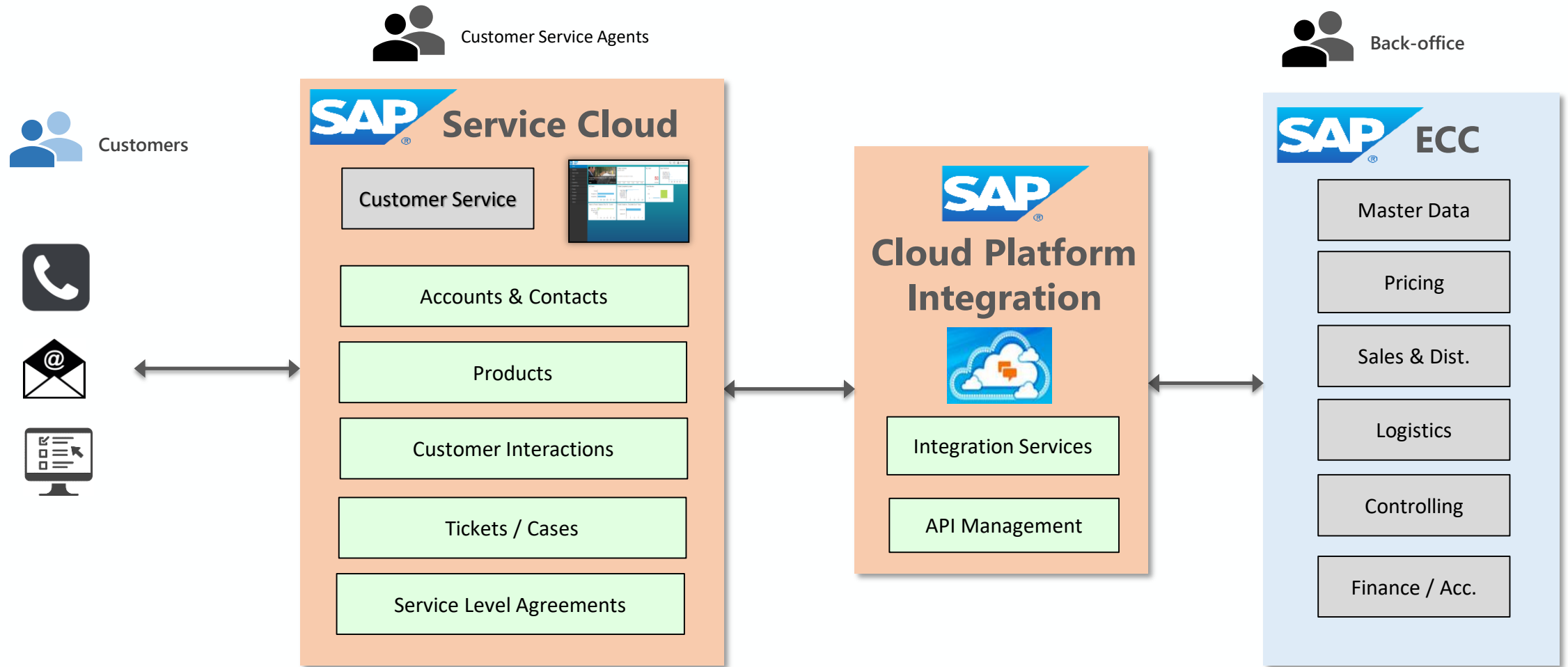
Contract: -	Customer Part Number: -
Pall Part Number_TEST: 15582-1004-01	Reported Qty: 3 ea
-Sample Quantity to Return: -	

Additional Information

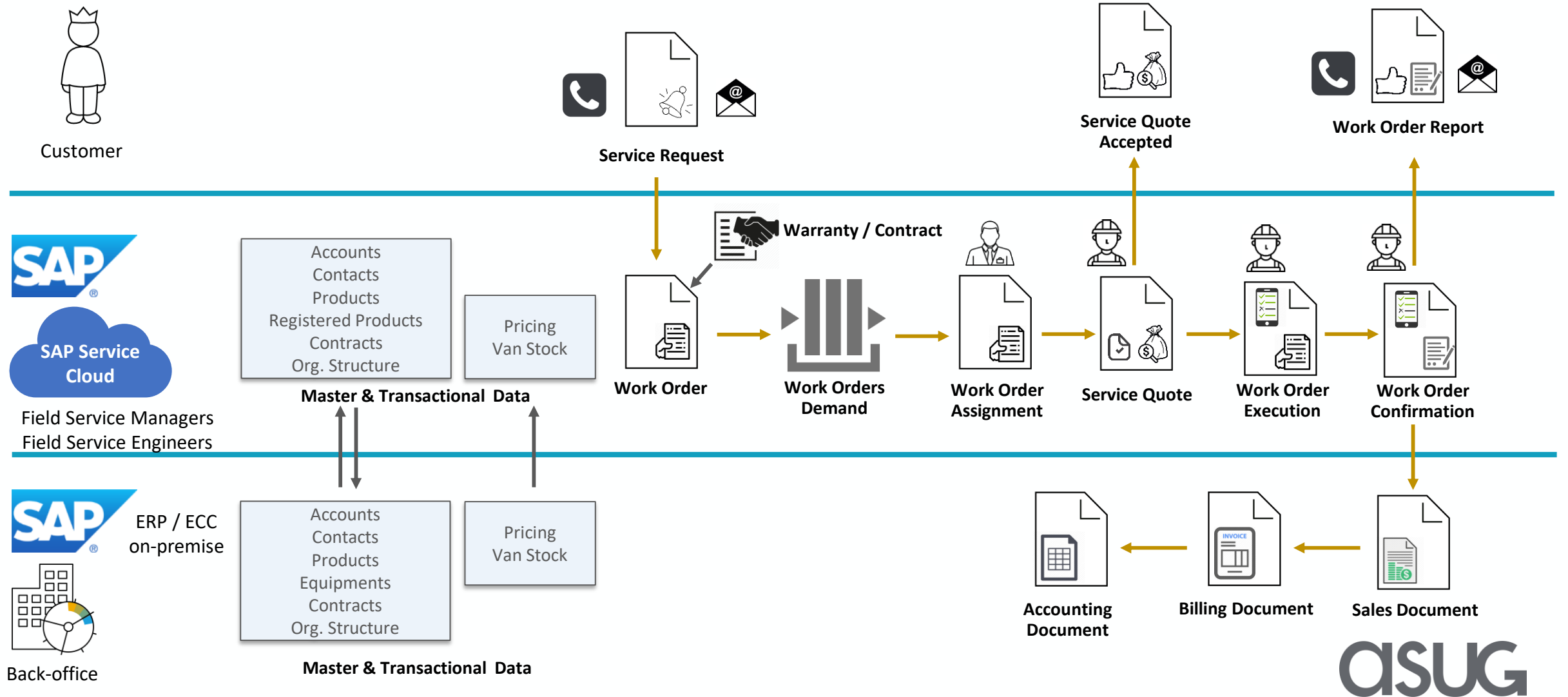
Lot / Batch No: TA2312WE	Customer: -
Street: -	City: -
Contact Full Name: -	Title (Designation): -
Telephone: -	Additional Email(s): -

ID	Description	Priority	Status	Created On	Assigned To	Contact
7000079685	RE: PALL Replacement of Acrylic ...	Normal	Open	03/25/2019 1:47 AM		Sample Contact - SIS
7000079686	AW: 40.000400.03.0802 - Softwar...	Normal	Open	03/25/2019 4:15 AM		Sample Contact - SIS
7000079687	RE: Return Order in Dreieich	Normal	Open	03/25/2019 4:16 AM		Sample Contact - SIS
7000079688	AW: Return Order in Dreieich	Normal	Open	03/25/2019 4:23 AM		Sample Contact - SIS
7000079689	FW: Offer	Normal	Open	03/25/2019 4:29 AM		Sample Contact - SIS
7000079701	AW: Return Order in Dreieich	Normal	Open	03/25/2019 4:35 AM		Sample Contact - SIS
7000079702	RE: MATERIAL ORDERING PROC...	Normal	Open	03/25/2019 4:37 AM		Sample Contact - SIS
7000079703	AW: Return Order in Dreieich	Normal	Open	03/25/2019 4:41 AM		Sample Contact - SIS
7000079704	AW: Return Order in Dreieich	Normal	Open	03/25/2019 4:48 AM		Sample Contact - SIS
7000079721	AW: Return Order in Dreieich	Normal	Open	03/25/2019 6:05 AM		Sample Contact - SIS
7000079595	RE: SP_F0538_011 Material to be...	Normal	Open	03/25/2019 6:05 AM		Sample Contact - SIS
7000079596	AW: Return Order in Dreieich	Normal	Open	03/25/2019 6:05 AM		Sample Contact - SIS
7000079722	AW: Return Order in Dreieich	Normal	Open	03/25/2019 6:50 AM		Sample Contact - SIS
7000079710	FW: Manometer	Normal	Open	03/25/2019 6:05 AM		Sample Contact - SIS
7000079723	MD04 Presentation	Normal	Open	03/25/2019 7:09 AM		Sample Contact - SIS
7000079690	AW: Return Order in Dreieich H5A	Normal	Open	03/25/2019 4:34 AM		Sample Contact - SIS
7000079724	FW: Angebot 20948464 Rev.2 - P...	Normal	Open	03/25/2019 7:31 AM		Sample Contact - SIS

Customer Service Solution Architecture



Field Service Business Process

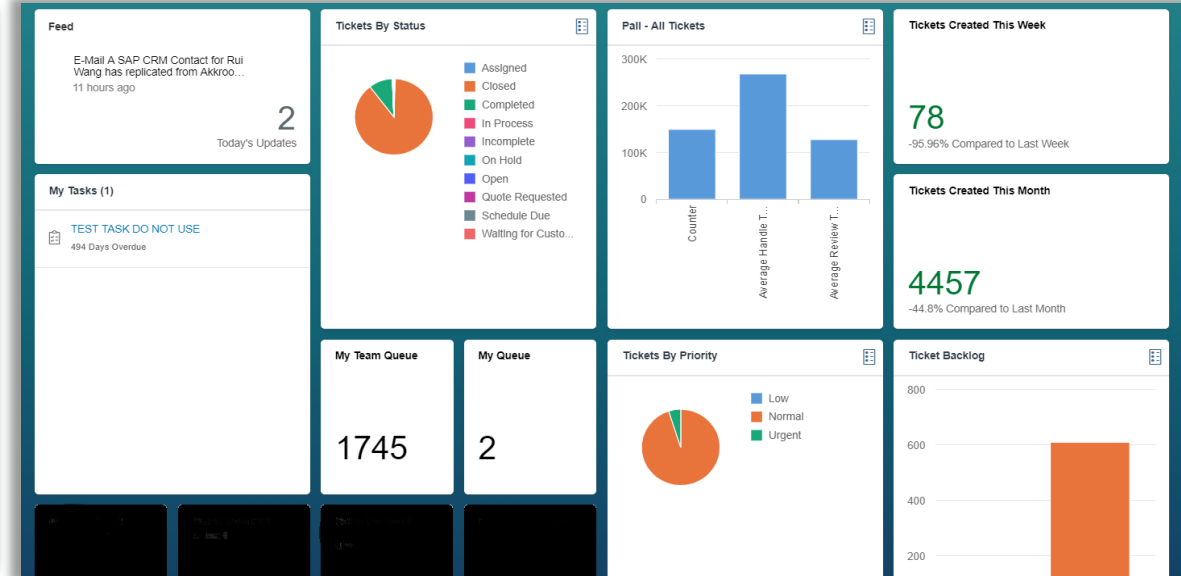


Field Service Screens

SAP Tickets

Tickets from Last 365 Days (1326)

Priority	ID	Subject	Status	Function	Incident Category
Normal	7000115680	Flowstar XC Onsite Calibration	Assigned	Work Ticket	Routine - Calibration
Normal	7000115678	XRS/MPATH-M3164293M-IVCV	Assigned	Work Ticket	Routine - IQ / OQ
Normal	7000115540	FLOWSTAR IV OSITE CALIBRATION	Assigned	Work Ticket	Routine - Calibration
Normal	7000115538	Flowstar IV Onsite Calibration	Assigned	Work Ticket	Routine - Calibration
Normal	7000115536	FFSXC S/No 12182126 Calibration at Site	Assigned	Work Ticket	Other
Normal	7000115535	Flowstar-12163244-Calibration	Assigned	Work Ticket	
Normal	7000115534	HNP021 Service	Assigned	Work Ticket	Routine - Preventive Maintenance
Normal	7000115441	PCM 400 / SN 394 CALIBRATION	Completed	Work Ticket	Routine - Calibration
Normal	7000115439	PCM400 Calibration - S/N 391	Completed	Work Ticket	Routine - Calibration
Normal	7000115438	FFSXC S/No 14255226 PM-service and c...	Assigned	Work Ticket	Routine - Preventive Maintenance
Normal	7000115437	Inspection and repair of HNP02140050KP...	Completed	Work Ticket	Routine - Instrument Inspection
Normal	7000114972	Palitronics-24495644-IQ/OQ service	Completed	Work Ticket	Routine - Installation
Normal	7000114929	Flowstar IV Calibration	Assigned	Work Ticket	Routine - Calibration
Normal	7000114811	Calibration	Assigned	Work Ticket	Routine - Calibration
Normal	7000114544	PROFUSION PUMP	Assigned	Work Ticket	Field Repair Service
Normal	7000114542	Calibration	Completed	Work Ticket	Routine - Calibration



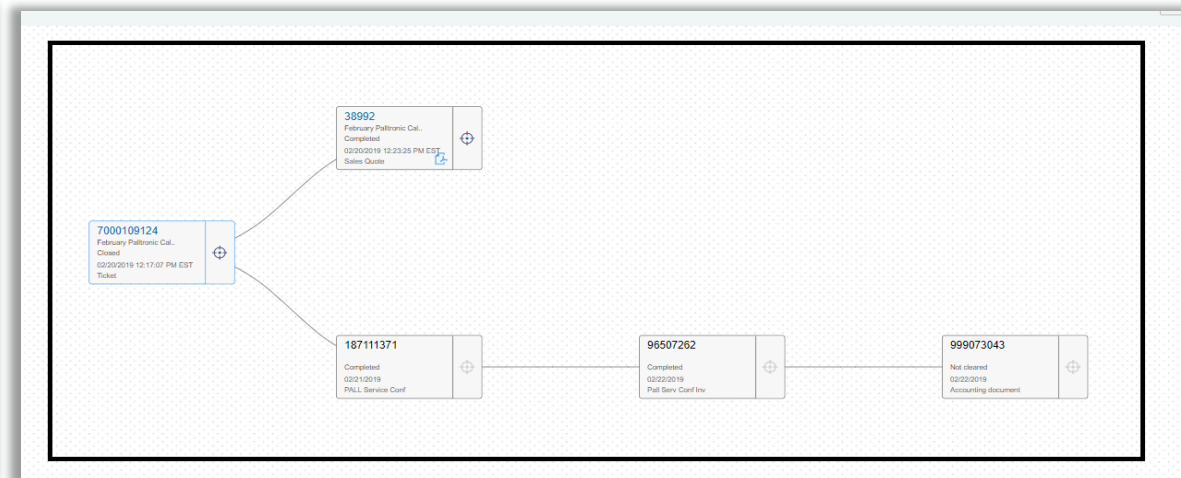
SAP Ticket Detail: 7000115680 - Flowstar XC Onsite Calibration

Overview | Items | Products | Pricing | Interactions | Involved Parties | Related Items | Work Description | Surveys | Activities | Notes | Workflow Changes | Document Flow | Changes | Sub

Type: Service Request	Subject: Flowstar XC Onsite Calibration	Function: Work Ticket	Priority: Normal
Status: Assigned	Assigned to: Service Technician	Service Technician: -	Service Technician Team: -
Main Ticket: -	Main Market: P31 - Process distributor	Labour Subtotal: -	Parts Subtotal: -
T & E Subtotal: -	P O Number: 308274	WP O Date: -	WP O Value: -
Entitlement: Billable (T&M)	Incoitems: -	Incoitems Location: -	

ACCOUNT: External ID, Contact, E-Mail, Mobile, Phone, Address

Timeline: Created On 09/12/2019 1:55 PM, Changed On 09/12/2019 1:55 PM, Completion Date, Created By, Changed By, Requested Start



Field Service Screens

Process Automation

- Create Work Ticket through contact channels (Email)
- Assign Work Ticket to Field Service Team
- Determine and assign Equipment
- Determine and assign Warranty / Service Contract
- Notification of Service Ticket for Customer
- Notification of Service Ticket for Agent
- Assign Response Template to Work Ticket
- Facilitate to create Service Quote
- Approval of Service Quote

Sales Quotes

44060 - FFSXC S/No 14255226 PM-service and calibration at Pall

Overview Involved Parties Document Flow Sales Documents Attachments Approval Activities Output Feed Changes Tickets Workflow Ch

Description: [Redacted] Progress: Pending ID: 44060 Document Type: [Redacted]

Santen Oy External Sales Rep: [Redacted] Primary Contact: [Redacted] Status: Open

Products (2)

Line	Action	External Product ID	Alternative to Line	Description	Quantity
10	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
20	[Redacted]	FREIGHT CHARGE	[Redacted]	Freight Charges	[Redacted]

Total Pricing (19)

Price Component	Description	Status	Manually Added/Chg	Amount	For	Price Component Value
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Ignore Delete Archive Reply Reply All Forward [Redacted]

Junk Delete Archive Reply Reply All Forward [Redacted]

Clutter Team Email Reply & Delete To Manager Done Create New

Move Assign Policy Mark Unread Categorize Follow Up

Fri 1/11/2019 4:58 PM

[Redacted]

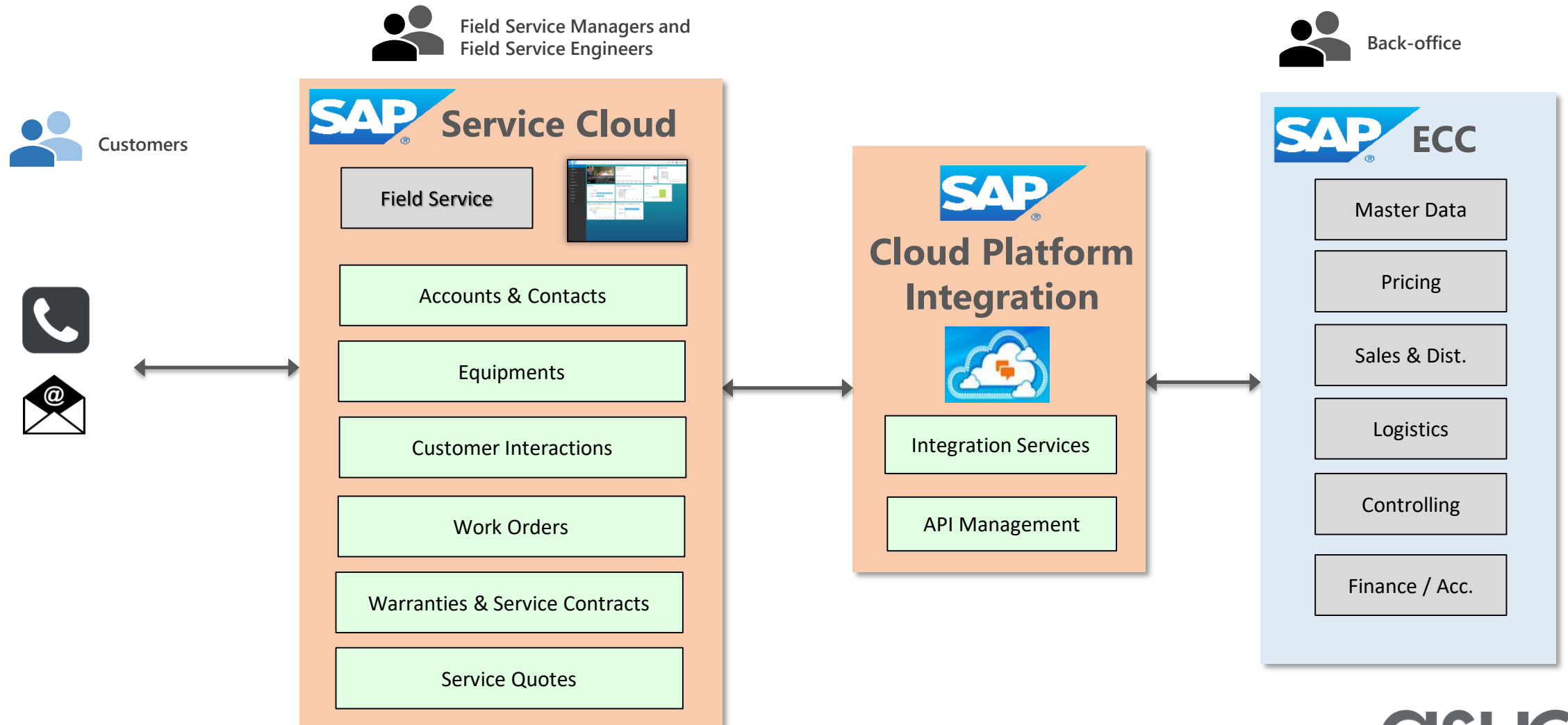
Quote 28063 6M service due to flowstars- is pending for your approval!

To: [Redacted]

Below Quote is pending for your approval:

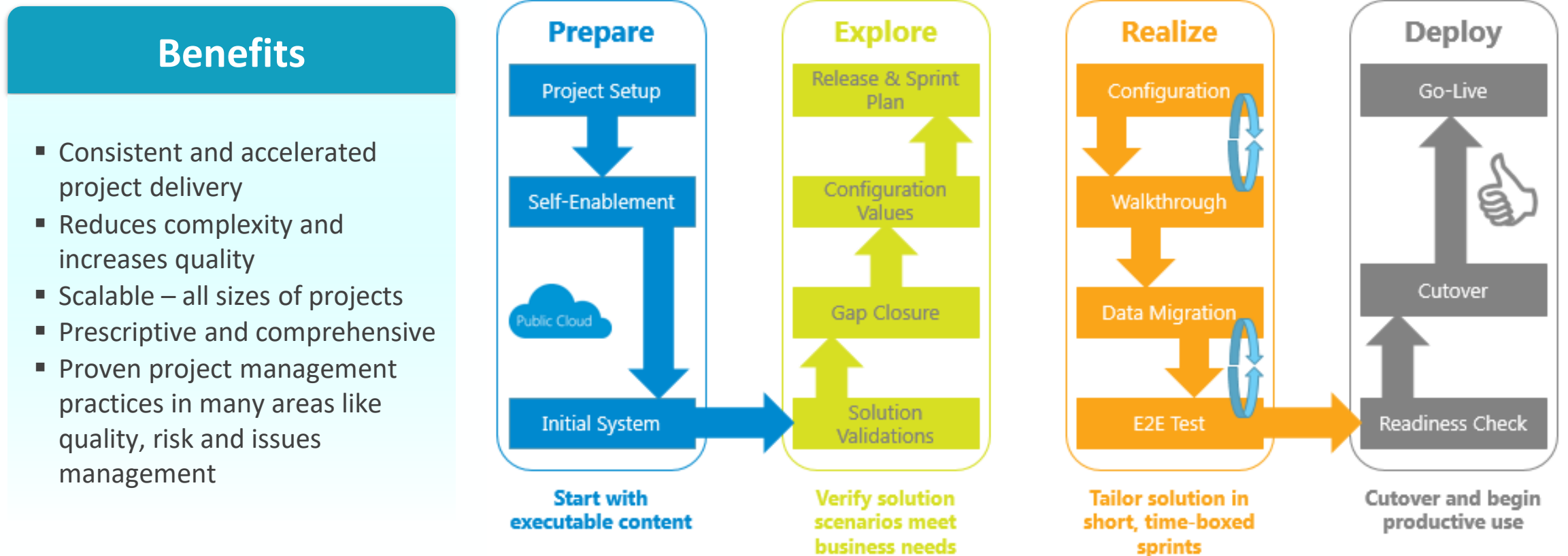
Quote ID: 28063
Description: 6M service due to flowstars
Account: [Redacted]
Created On: 2019-01-11 04:56:28 PM INDIA
Created: [Redacted]
Sales Unit: GBAA

Field Service Solution Architecture



SAP Activate Cloud Implementation Methodology

- Modular and agile framework for implementation of SAP solutions
- Pre-built implementation content, tools, accelerators and best practices to deliver consistent and successful results
- Agile approach divides project into four distinct phases, with workstreams, key deliverables and tasks in each phase
- Quality checks (Q-Gates) at defined and critical stages of the project lifecycle



Outcomes Delivered

Approximate stats is shown below

Business

- True omni-channel support in a single cloud solution
- Unified and seamless service experience for front-office engagements with customers
- Harmonization of service repair processes with back-office
- Real-time insights and complete 360° view of the customer

Operational Impact

- Reduction in call center operational cost by 50%
- Increase in field service efficiency by 40%
- Reduced system integration cost by 45%
- Average Handling Time is 2 min
- First Contact Resolution is 75%
- Mean Time to Repair is 24 hours
- Service Levels at 100%
- On-time and within budget implementation with Birlasoft

“This is a great achievement that directly helps us drive and enable revenue growth and customer intimacy leveraging our CRM C4C platform! This pilot launch is a great start of a roadmap that extends and integrates our C4C platform with Marketing Automation, Digital knowledge-base Assets & Ecommerce Customer Portal.”

– Amit Gupta, VP of Digital Solutions & eCommerce at Pall Corporation



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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact us at –

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Sandeep.Rathod@Birlasoft.com

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