CASE STUDY

Enhanced operational excellence with digitalized production systems for a chemical manufacturer

About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies.

Learn more: **www.suyati.com**
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Executive Summary

When the disruptive digital world urged a leading chemical manufacturer to transform their business, Suyati empowered them to keep pace with evolving business requirements. Our deep domain expertise of working in multifaceted environments and handling critical applications helped the client transform their existing applications, powered by emerging technologies.

About the Client

The client is a global leader in silicones and advanced materials, delivering science-based solutions by linking custom technology platforms to opportunities for customers. They are highly dedicated in bringing innovation to a wide range of industries, including automotive, aerospace, personal care, electronics, consumer products, and building and construction.

The Background

The client was in search for a strategic partner who would provide comprehensive assistance in refining their overall digital experience by handling business applications, customer support, website development, application migrations and new innovations.

Suyati's Approach

- Operational Excellence
- Global Support
- Legacy Migration Solutions
- Workflow automation

Technologies Used

- VSTS
- ASP.NET MVC
- Node.js
- AngularJS
- Ektron/Sitefinity
- Salesforce CRM
- Hubspot
- SAP
- Devops

Solution Highlights

Suyati assigned a dedicated global team (DGT) to enhance and support the critical technological needs of the client and to efficiently run their worldwide business. We delivered the following services :

- **Multilingual Website:** Developed (and continuing to maintain) the client's multilingual public facing website, which would enhance their global reach. Integrated the website with Hubspot Marketing

Automation tool for lead generation and overall site performance.

- **Internal Collaboration tool:** Upgraded the client's intranet application to Sharepoint's latest version and provided Sharepoint based development, customization and maintenance services.

- **CRM:** Effectively tracked customer grievances using Salesforce service cloud and provided SAP to Salesforce Integration using Infomatica tools.

- **Legacy rebuilds:** Upgraded several legacy tools and provided extensive support to various internal business applications.

- **Customer Global Support:** Providing support to customers all across the world in multiple time zones.

What the Client Loved

- Expanded global competency
- Constantly met service applications
- Eradicated support and maintenance redundancy cost with zero down time
- Enhanced business insights and customer service via Salesforce
- Scalable internet and intranet applications
- Overall improvement in website performance
- Effective management of leads
- 24x7 support for the applications provided based on our DGT model

What's Next?

As the next step to IT innovations and business problem solving, Suyati is working on 'IIoT', an extension of the Internet of Things (IoT), which will revolutionize manufacturing for the client, by enabling the acquisition and accessibility of humongous amount of data, with quick pace and increased efficiency. Understanding that the client has immense scope with IIoT, we are soon planning to incorporate Machine Learning, Big Data and chatbots to enable predictive analytics for an intelligent manufacturing process.