Case Study

Transformative Solutions and Benefits for Global Maritime Excellence

Overview

A global maritime company with operations in over 50 countries faced operational and technological challenges due to outdated systems and manual processes. They partnered with Tech Mahindra to modernize their vessel operations and financial systems. We implemented a scalable Salesforce CRM and mobile solution with integration across 57 countries and 1,500+ users. As a result, the client was able to increase revenue and improve operational effectiveness.

Client Background and Challenges

The client is a global leader in maritime solutions, offering a comprehensive portfolio of services and products built on over 100 years of marine excellence. With operations in over 50 countries and a B2B distribution model, the company generates $34 billion in annual revenue, operating within the Transportation, Travel, and Logistics (TTL) industry.

However, they faced several business challenges:

- ▶ The legacy VOSS system and process were unable to meet the evolving needs of users and customers.

- ▶ Absence of an omnichannel customer experience.

- ▶ Inaccurate financial figures.

- ▶ Inadequate mobile app accessibility for users.

- ▶ Sluggish vessel operational process.

- ▶ Manual vessel operation and financial calculation.

- ▶ No operational scheduler or reminder systems for customer follow-ups, resulting in penalties for agents.

- ▶ Lack of reports and dashboards to draw insights.

Our Approach and Solution

Tech Mahindra delivered a global transformation leveraging Salesforce CRM, OutSystems mobile apps, and integrated systems. The new system included:

- ▶ Standardized product and service offerings to ensure reliable and consistent performance, documented over time.

- ▶ Live application in **57** countries to fulfill high-demand vessel operations worldwide, accessible by **1,500** users.

- ▶ A scalable CRM solution to fulfill the present and future digital needs by leveraging standard and custom lightning components.

- ▶ Salesforce to provide a centralized system for both vessel operations and accounting/financials.

- ▶ Scalable out-of-system mobile apps for easy accessibility during vessel operation from anywhere.

- ▶ Integrated, centralized, and tightly coupled financial calculation from IFS to the Salesforce Phoenix application.

- ▶ Robust and easy integration using Azure Data Factory for various systems, i.e., IFS, BizTalk, VA, BHP.

- ▶ A robust security model by leveraging Salesforce's standard security feature.

- ▶ Geo-based StreamServ dynamic PDF generator.

- ▶ Regulatory compliance and cost optimization.

Business and Community Impact

Increased Revenue: The client attracted more customers, delivered more services to each customer, and developed services with higher customer value.

Operational Effectiveness: They standardized and centralized processes, leveraging modern technology and methodology, that improved flexibility and total cost of ownership.

Innovation: The new process combined domain expertise and global reach with agile, lean technology for enhanced competitiveness.

Partner Status Elevation: The client strengthened its market position as the preferred ship agency, offering high-quality, consistent services in major ports.

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 150,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit https://www.techmahindra.com/.

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