A Leading Paint Manufacturer Enhances Its Marketing Process with Fiori Apps

Background

The client is a leading manufacturing provider of paint-specializing in exterior and interior paints as well as professional paint-that needed to automate the tracking of low-value marketing assets.

Client Pain Points

The client needed to automate the tracking of low-value marketing assets by developing Material Asset Tracking (MAT) applications that could enable its workforce to create MAT requests. These requests pertain to assets used by Field Sales personnel for demo and pre-sale activities. The client could already track its high-value assets using MAT Fiori applications developed by Nsight in early 2016.

Nsight Solution

Nsight utilized the Fiori Implementation Methodology to develop custom SAP Fiori applications, including backend integration with SAP. The key phases included:

- **Discovery:** Detailed analysis of requirements and understanding the pain points

- **Design:** Detailed solution options developed to allow the business process to scale as needed

- **Deliver:** Tried and tested iterative development and testing process leading to customer User Acceptance testing and rollout

The Fiori applications were ware then deployed to successfully track high- and low-value marketing assets using a unified user interface, thus minimizing the need to have multiple process steps for tracking various kinds of assets.

Business Benefits

By leveraging the capabilities of the Fiori apps, the client was able to:

- Reduce the need for additional knowledge transfer, which would eat up resource time, by utilizing an already-familiar application interface

- Speed up prototyping, design, and development (2 weeks)

- Test and validate on-target solutions and roll them out on target time (4 weeks from start)

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