

Being the **catalysts for change**

How we helped a leader in specialty chemicals disrupt their delivery with digital engineering

Case study

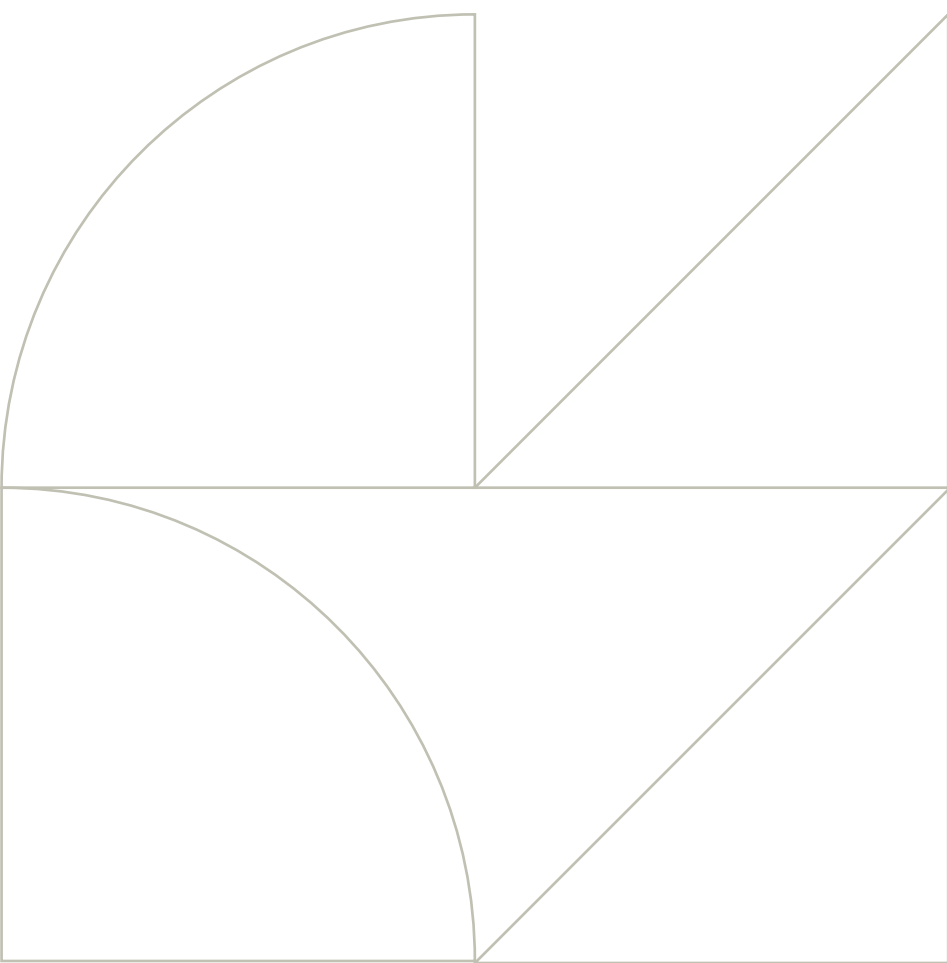


Overview

More than skin deep

One of our client's major goals was to optimize the utilization of natural resources with their expertise and through product, process, and technique refinements. They were constantly exploring new ways to become more efficient and serve their customers better.

We put a best-in-class and modern product management framework in place based on the principle of "solving together" to deliver results. Our digital engineering roadmap helped our client move towards their "chemicals-as-a-service" vision, an industry-first delivery model. It made our client's operations more efficient and measurable and gave their customers a convenient buying experience



Challenges

Making the product a service

One of the biggest challenges in today's world is to cater to the market's ever-changing needs. Our client wanted to be a market disruptor without disrupting its operations. One of the ways in which our client could achieve this was by viewing its product as a service.

The biggest challenges in transitioning to the XaaS model were centered around agility. Some of the primary drivers of agility that our client needed to build included:

- Rapid, error-free development of need-driven digital applications
- Digital adoption among the organization's citizens i.e. employees
- Breaking down siloed operations and workflows

We stepped in as the digital product partner to help our client build and sustain an agility mindset in these areas with a layer of digital engineering



Our Solution

The agility mindset

The agility mindset is a key driver of digital engineering. The idea is not to simply address a current problem but to prime the organization for the future. In this case, while we were addressing the immediate vision of creating a “pay-as-you-go” consumption option, we put the building blocks in place to steer our client in any direction in the future with speed.

Decoding applications

We designed, architected, and implemented a modernization charter for the legacy technology. Using multiple low code and RPA toolsets and replacing manual and legacy processes with automation enabled our client to launch business applications faster. We also created a skill engine to address the rapid deployment of the workforce for expedited initiation of projects. The engine was an amalgamation of engineering, business analysis, and transformation skills to drive timely response and solution cycles. The solution spread covered business lifecycles, data management, business functions, technology modernization, and automation.

Getting the ‘citizens’ onboard

To align employees with the systems and tools, we used human-centered design principles to create a citizen development framework that addressed the core need to empower and guide employees. We engaged with our client’s SMEs, specialists, leaders, and IT stakeholders through a research-driven approach to understanding their present quotient around awareness, maturity, work needs, common challenges, governance needs, and boundaries. We built the framework around our findings to address customer personas, the scope of enablement, capabilities, guardrails, pathways, use cases, and solution blocks for future implementation. The framework also included a pattern library and measurement frameworks to measure and replicate success.

Taking it to the cloud

Finally, we devised a cloud strategy to take our client’s traditional on-premises structure to the cloud. This ensured cost-effective scalability and helped in breaking down silos and driving alignment across the organization. This enabled us to define and run operating models at scale.

We ingrained a holistic product management attitude that set our client up for success now and in the future with three basic tenets.



The Impact

An environment of disruption

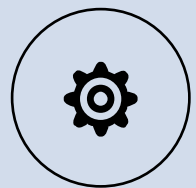
Our solution had a significant impact on the client's operations.



We drove rapid error-free deployments with:

100% automated build, deployment, and testing.

65% decrease in MTTD (mean time to deploy).



We increased user uptake, speed of adoption, and increased productivity



We streamlined workflows and collaboration, leading to faster project completion

As we put these together, we were able to help the client move to a subscription-based delivery model, something that had never been done before in their line of work.

This is only the beginning of our work. With this engagement, we have effectively created a digital engineering-driven base framework for our client. This framework will set them on a track to continue to pre-empt and deliver on evolving customer expectations while successfully maintaining their lead in the sector with experience-enriching disruptions.





At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: info@zensar.com | www.zensar.com

