ERP Vendor Boosts Adoption Of Internet-enabled Version

GTM360

CUSTOMER / NATURE OF WORK

- Packaging of Internet enabled ERP for Indian ERP company

BACKGROUND / CHALLENGES

- Product was based on client-server architecture with Windows GUI
- Major hype around Internet in the market but lack of clarity as regards what functionality would be really used via Internet
- 4 out of Top 5 ERP vendors had announced their Internet-enabled versions
- Achieving similar % of Internet-enabled transactions in the customer's ERP would have taken too long
- Risk of customer's product getting longlisted by medium and large clients due to lack of Internet story

APPROACH / SOLUTION

- Did not adopt competitor packaging of % of Internet-enabled transactions
- Proactively identified key transactions relevant for Internet access at that point and grouped them in five clusters

OUTCOME & BENEFITS

- Launched a suite of FIVE Web products (e.g. Web/Customer, Web/Supplier) packaged around the five clusters
- This packaging helped boost the adoption of the Internet-enabled version

! 360° packaging results in increased adoption

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