

ITOCHU Techno-Solutions America: Speeding Time-to-Market For Sales Support

ITOCHU Techno-Solutions Corporation (CTC) is one of the largest systems integrators in Japan. In North America, primarily through its subsidiary ITOCHU Techno-Solutions America, the organization conducting surveys and proactive R&D activities in relation to the latest cutting-edge technologies and market trends, and seeking to expand its local SI business operations.



Outgrowing a labor-intensive sales support process

As ITOCHU Techno-Solutions America's business expanded, the company began to experience pain points including outmoded internal sales support processes that could no longer keep up with the pace of orders.

One of these processes was sales registration, a manually intensive operation that involved obtaining sales quotation information from ITOCHU Techno-Solutions America's Microsoft Dynamics ERP system and then putting this information into a spreadsheet that was distributed to ITOCHU Techno-Solutions America managers for review and approval signoffs.

"We were doing many manual processes to move data between the different systems, and we wanted to reduce the time and manual efforts around this," said Kanae Hirai, sales account executive for ITOCHU Techno-Solutions America's sales and solutions engineering.

Fixing the process with integration and automation

As ITOCHU Techno-Solutions America set out to find a way to improve the time to market of its sale registration process, it didn't have to look very far.

"Saison Technology was already a business partner, and when we started to talk to them about this cumbersome sales registration process, we began to see that the HULFT Integration Platform could also be applied to our internal business," said Hirai

Together, ITOCHU Techno-Solutions America and Saison Technology outlined ITOCHU Techno-Solutions America's business requirements for sales registration, which resulted in the selection of HULFT Integrate, a data management and integration platform. Product configuration involved creating scripts to tailor HULFT Integrate workflows for ITOCHU Techno-Solutions America's sales registration support, modifying several firewall settings, setting up remote access for users, and installing local software on ITOCHU Techno-Solutions America's PCs.

Customer Highlights

- 01 20 years of manual processes eliminated
- 02 Automation of sales registration process
- 03 Reduced process time by 90 percent

“The time we have gained will now allow us to focus our efforts in more strategic areas of sales support, and the automation also reduces the possibility of errors that can be introduced in highly manual processes.”

“What impressed us was the ease of this process,” said Hirai. “Installing the software and setting up remote access took only a couple of days. Then, Saison Technology trained us on the new process, and also gave us training instructions that were simple to use and follow. The implementation was very straightforward, and the learning curve was minor. We encountered a couple of minor things we had to fix when we first launched this, but these were easy fixes and thereafter, we were up and running.”

Reducing process time by 90 percent

For ITOCHU Techno-Solutions America, data integration and process automation results through HULFT Integrate were immediate and impactful.

“We had been using our old, manually intensive process for over 20 years,” said Hirai, “So we had become very familiar with it. Nevertheless, processing each sales registration form still took us five to ten minutes. With HULFT Integrate, the time per sales registration was reduced to one to two minutes. This was a 90 percent process time reduction for us. The time we have gained will allow us to focus our efforts in more strategic areas of sales support, and the automation also reduces the possibility of errors that can be introduced in highly manual processes.”

The next step

For ITOCHU Techno-Solutions America, the successful implementation of process automation and data integration for its sales registration process is just the beginning. It paves the way for future efforts that will continue to streamline sales support and data exchanges, ultimately improving our time-to-market. The success of HULFT Integrate in this project has proven its potential, and we are excited to explore its application in other areas of our sales support function.

The sales registration form project delivered measurable reductions in sales process time and was also a proof point for HULFT Integrate as a solution that can now be extended to other areas of ITOCHU Techno-Solutions America’s sales support function.

Our initial goals were reducing time to process for each sales registration, reducing the potential for human error, and enabling sales support personnel to do other work,” said Hirai. “Now, we will extend this to other areas of our sales support process because we believe we will see other major improvements. HULFT Integrate will be critical to this effort.”

Contact us today!

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