

SATHISH ARUL

A close-up photograph of a person's hand, wearing a light blue button-down shirt, reaching for a book on a shelf. The hand is positioned on the left side of the frame, with fingers gripping the spine of a book. The book has a green cover and a blue spine. The shelf is filled with other books of various colors, including blue, green, and red. The background is slightly blurred, showing more books on shelves. A diagonal white line runs from the top right corner towards the bottom left, separating the text area from the image.

Case STUDIES of
some of my best from
my Portfolio

Feb 2021

CASE STUDY 1

Discover-i

Industry Program Enterprise Sales Catalog Web App

Client/Customer

C-suite of Accenture & Accenture's Diamond Clients

Primary Users

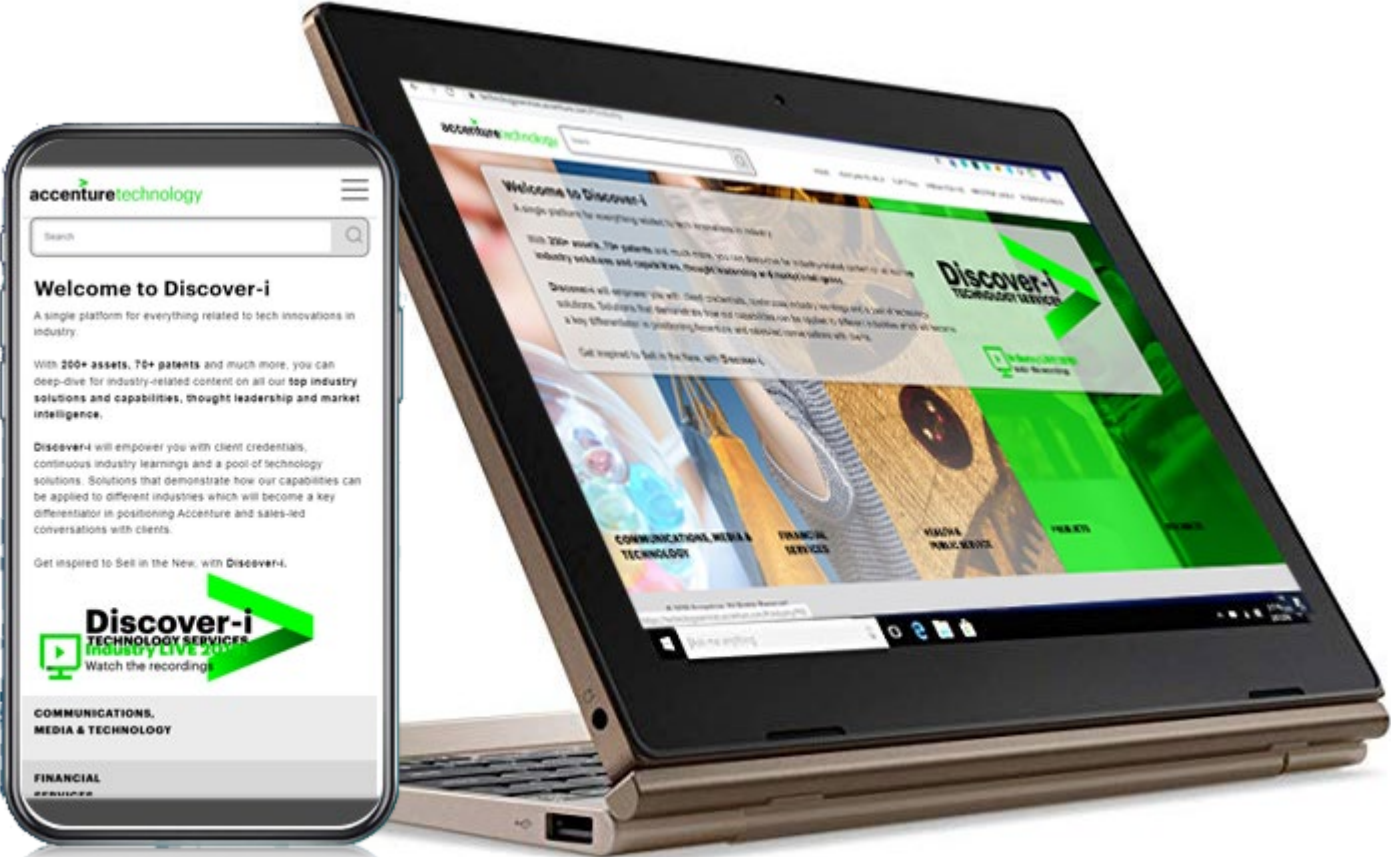
Sales People across Accenture and Sales Counterparts of Accenture's Diamond Clients

Total Count of Users/Visitors

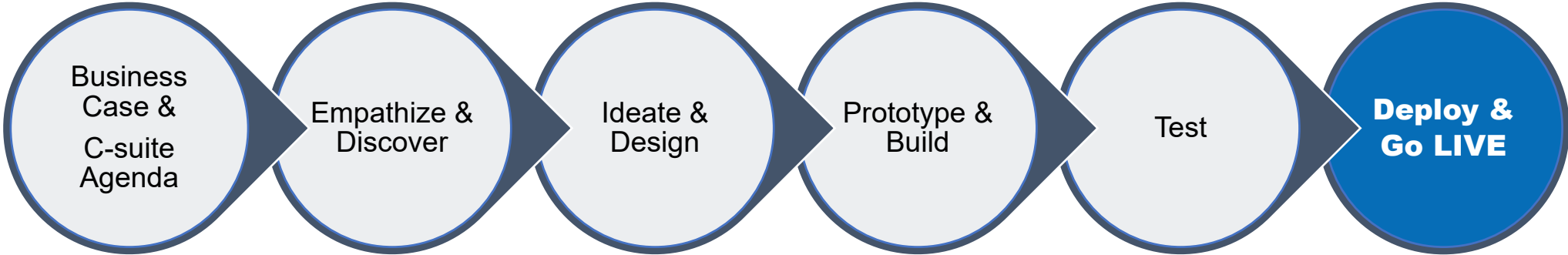
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Geo

North America, Europe, Growth Markets/Asia Pacific



APPROACH



3 Months

Accenture Sales Teams	FED Studio Team	Diamond Client Sales Teams
Accenture Industry SMEs	Accenture Client Account Leads	Content Curators

Cross-Team Collaboration



UX Lead & TPM



BUSINESS CASE & DISCOVER

1

Business Case

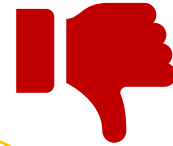
Accenture Technology wanted to innovate a Web Application Product for the sales community within Accenture and its Diamond Clients to accelerate and empower sales conversations.



C-suite Agenda

Business Case of this web application was to sell-more through our sales partners.

Higher Percentage of Sales Drop Out at Business Orals



Empathize & Discover

Data Gathering & Research With Sales People



2

Problems Identified

Multiple content platforms

Inconsistent User Experience

Version Conflicts

Multiple Access Mechanisms

Search Issues

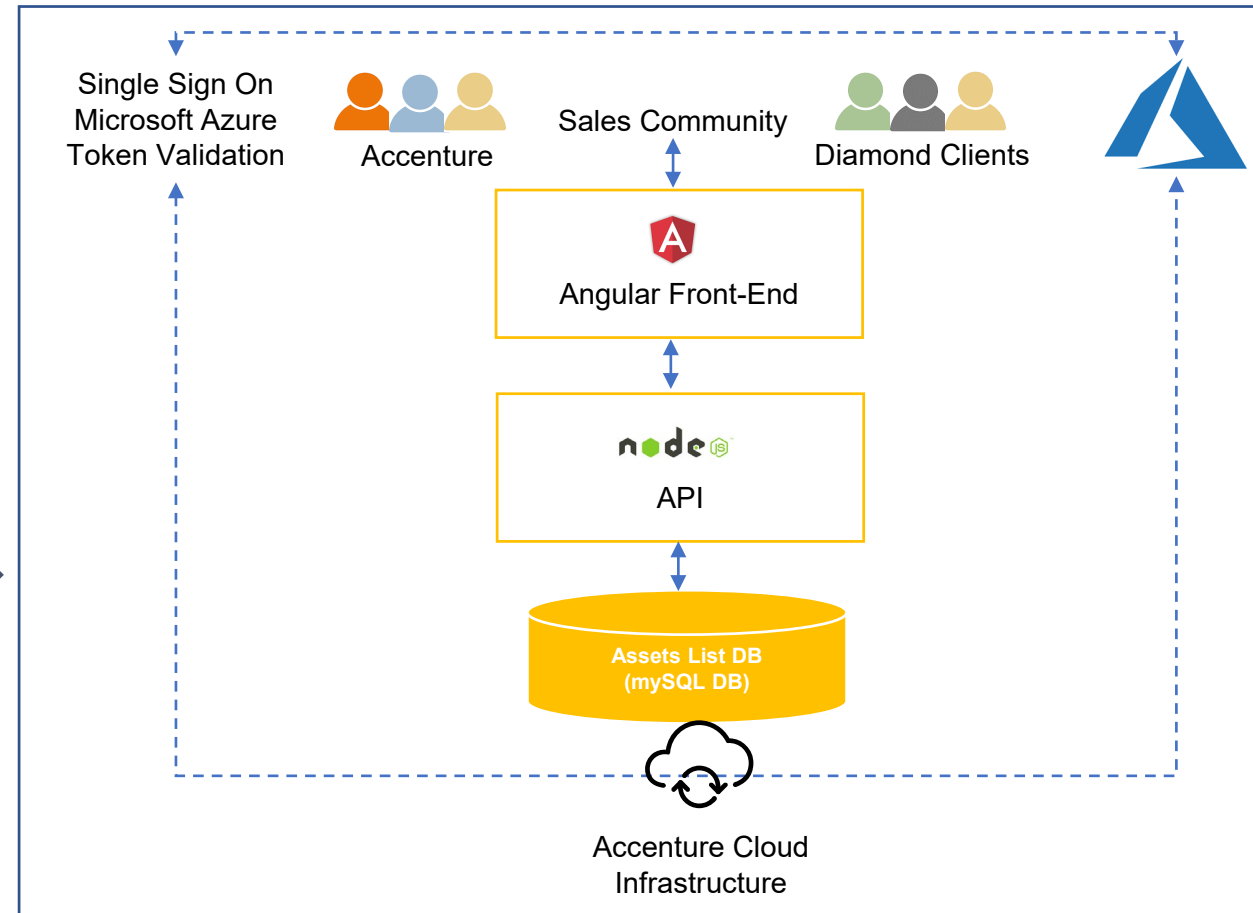
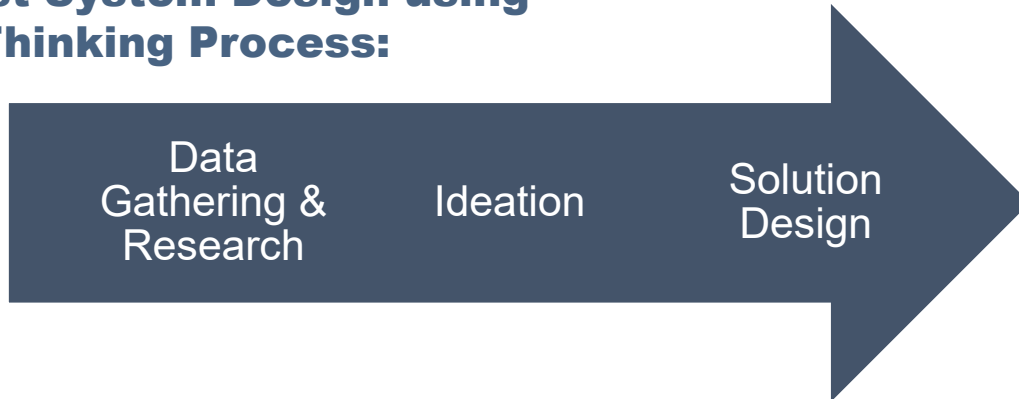
Non-Synced Content Harvesting

User-Interface Inconsistency

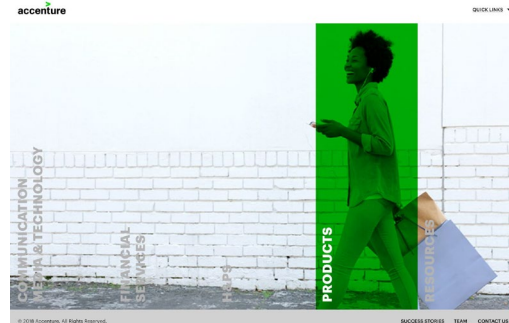
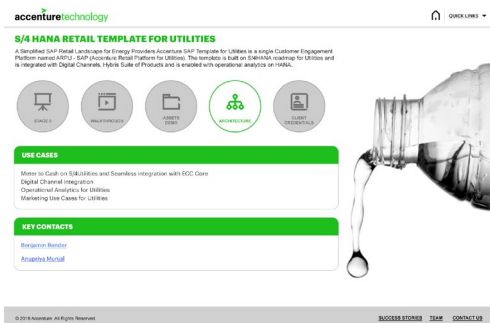
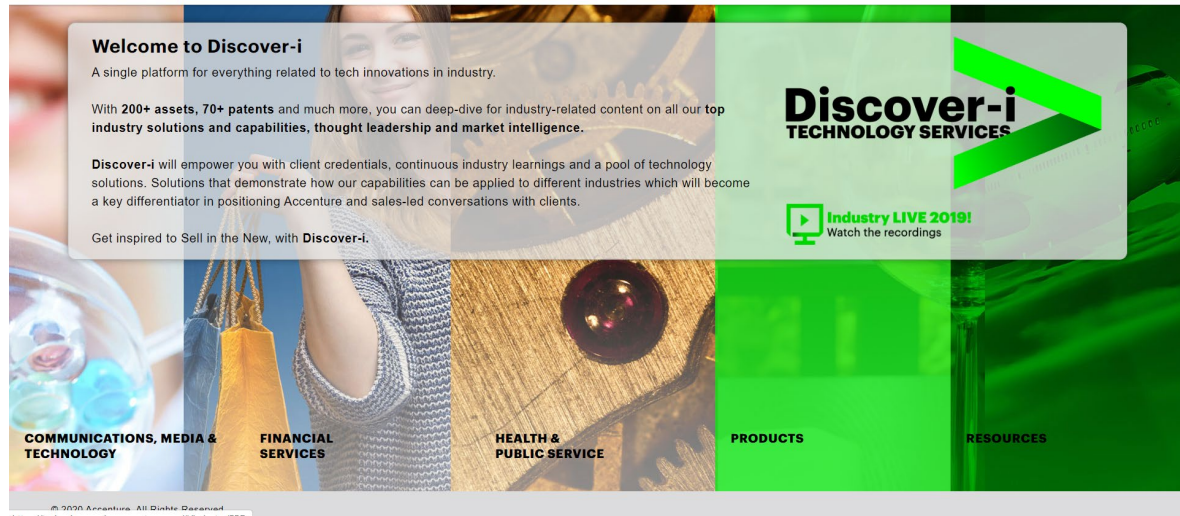
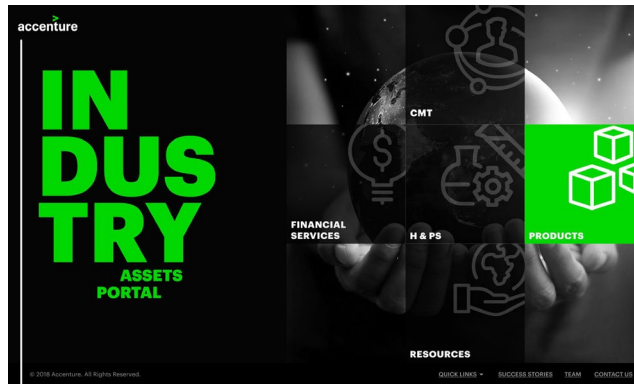
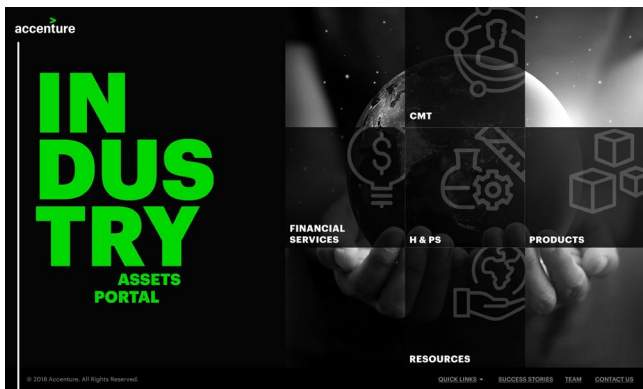
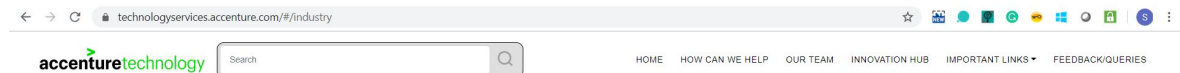
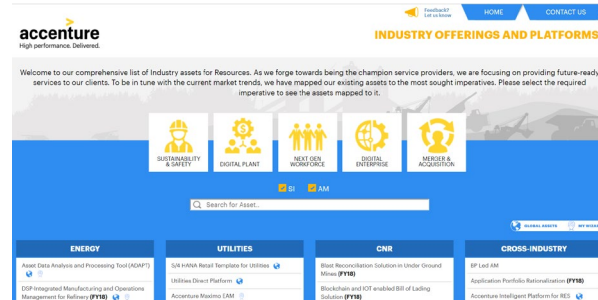
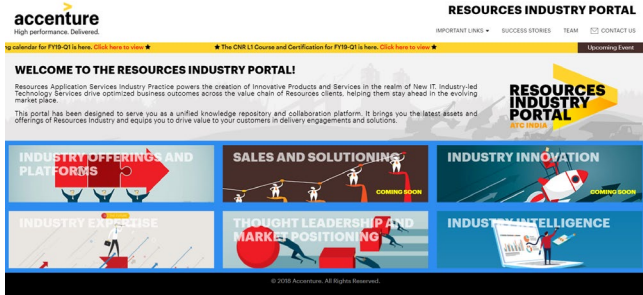
3

IDEATION & SOLUTION

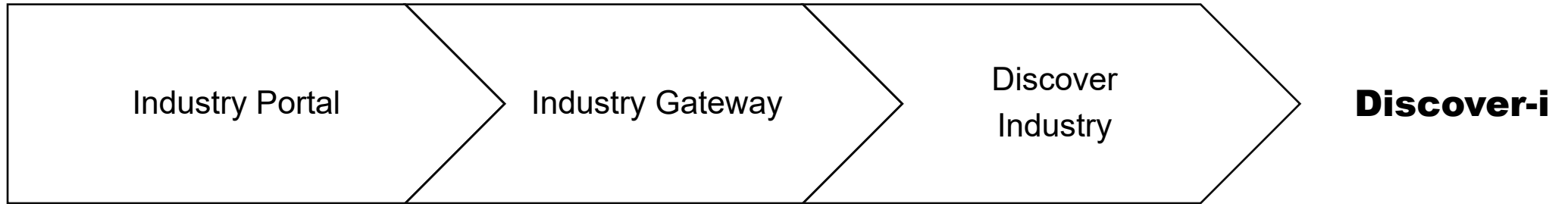
User-First System Design using Design Thinking Process:



DESIGN SPRINTS



HOW THE NAME EVOLVED?



At the end of about 2 months of data gathering, ideation, UX Analysis, UX Design, UI & System Build, what we had was a neat and tidy Web application cloud portal which was running fine.

But its still not done.



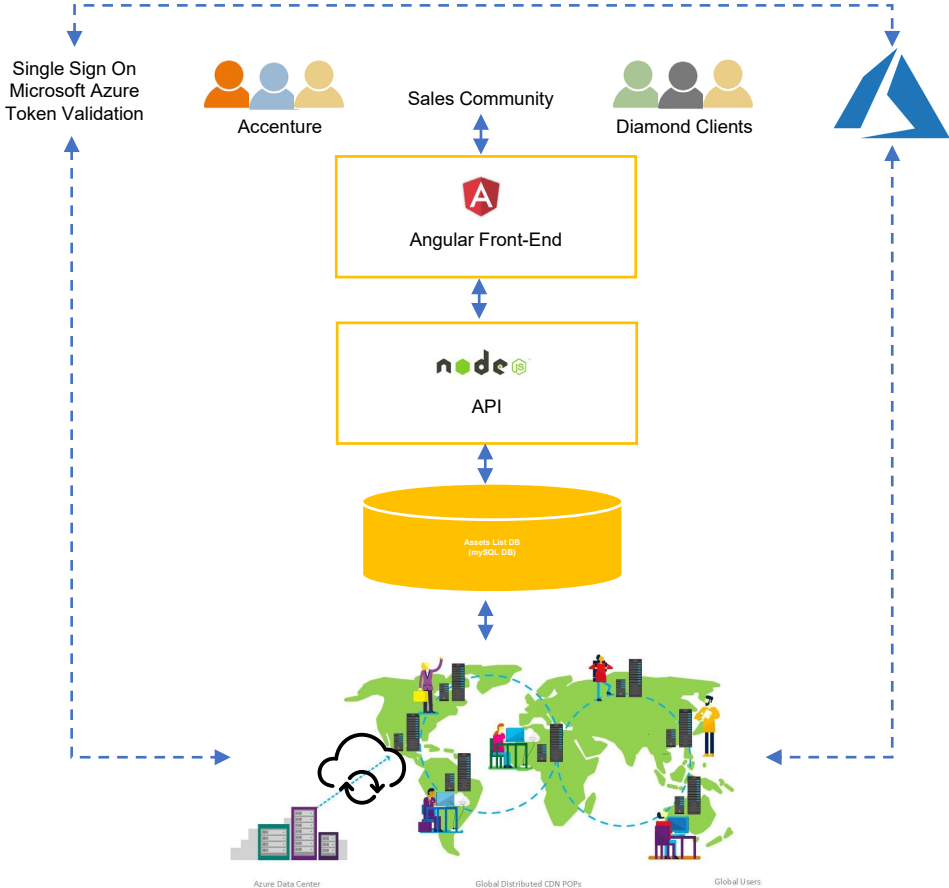
Challenges

UAT DEFECTS



SOLUTIONS PROPOSED TO OVERCOME DEFECTS

Content Delivery Network



Search Filter to improve accuracy

The search filter interface includes the following elements:

- Industry Solutions Type:** IPS IES
- GTM Sellable Units:** Customer Experience Connected Ecosystem Compliance Vitality

Category buttons at the top:

- Industry Solutions (selected)
- Industry Capabilities
- Thought Leadership
- Market Intelligence
- Industry Innovation

Finally the Portal was launched
within a **record** timeline of 3 months



CASE STUDY 2

SAP Playbook

Accenture-SAP Business Partnership Playbook

Client/Customer

C-suite of Accenture & SAP

Primary Users

SAP SMEs from Accenture & SAP

Total Count of Users/Visitors

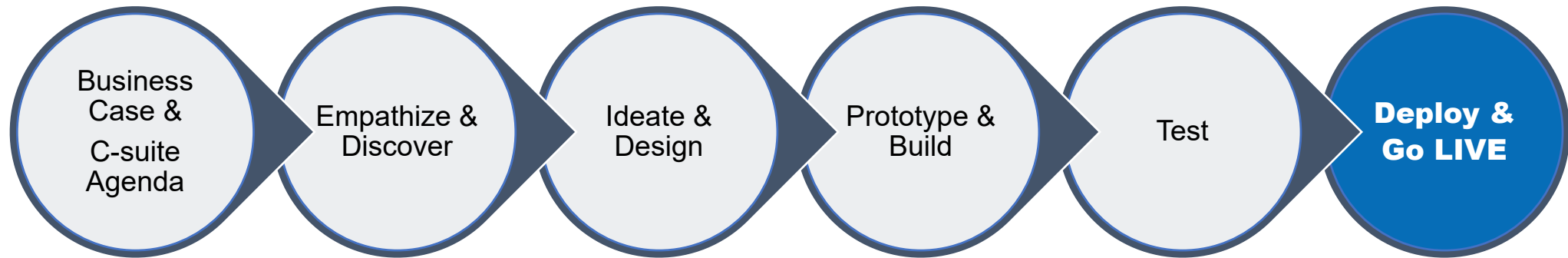
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APPROACH



6 Months

BUSINESS CASE & DISCOVER

Business Case

C-suite Agenda

Accenture and SAP wanted to release a Playbook Web Application Portal In celebration of their 40+ years of Business Partnership.



Empathize & Discover

Data Gathering & Research With Sales People



3

Problems Identified

Version Conflicts

Multiple Access Mechanisms

Non-Synced Content Harvesting

User-Interface Inconsistency

Multiple content platforms

Inconsistent User Experience

Search Issues

Lack of Social Networking Channels

Access Controls

INNOVATIVE SOLUTIONS

Business Case

C-suite Agenda

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Data Gathering & Research With Sales People



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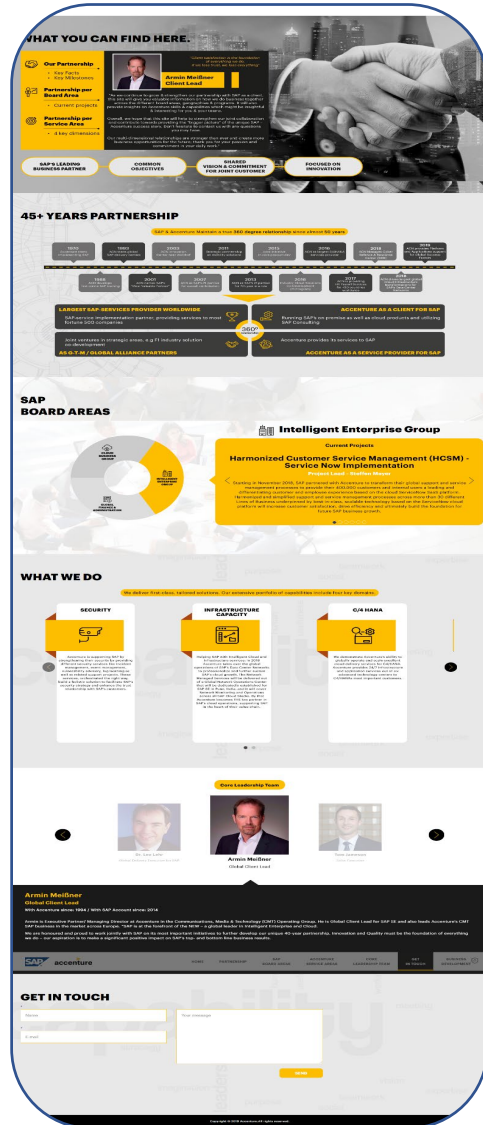
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DESIGN SPRINTS

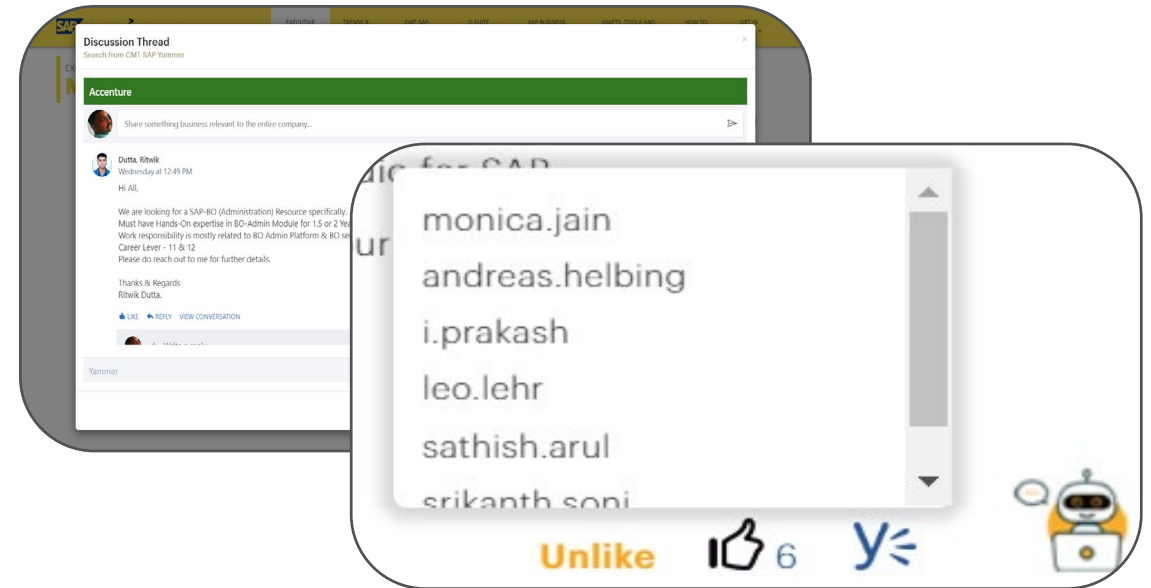


INNOVATIONS

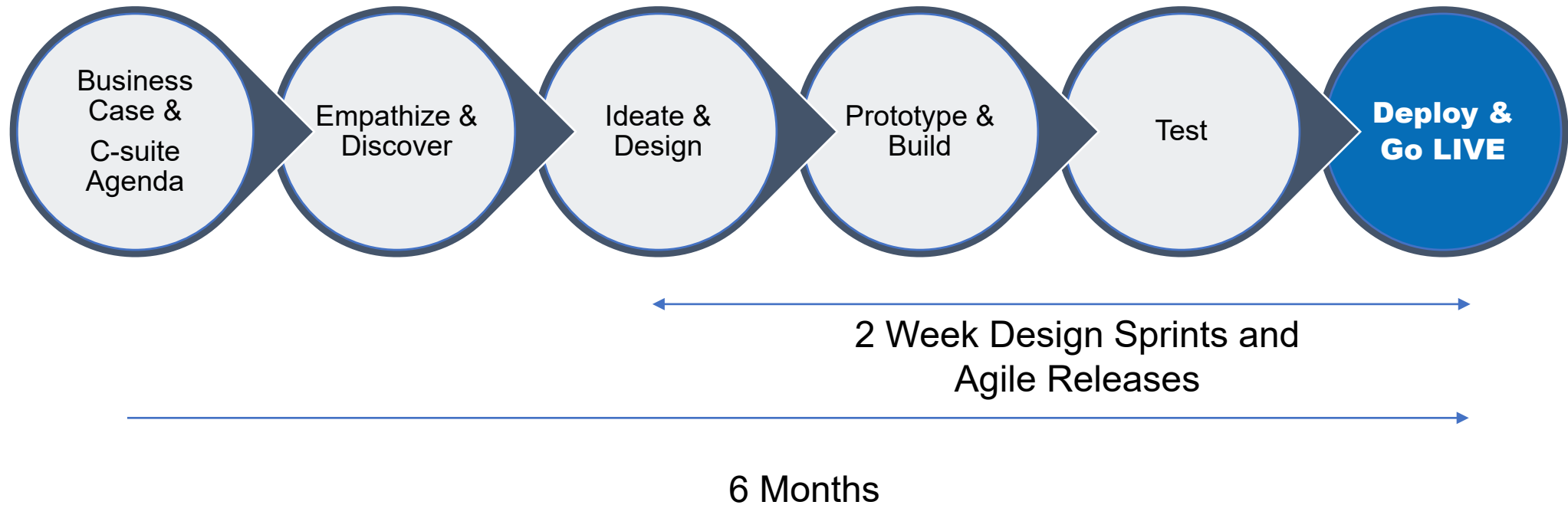
AI Powered ChatBOT



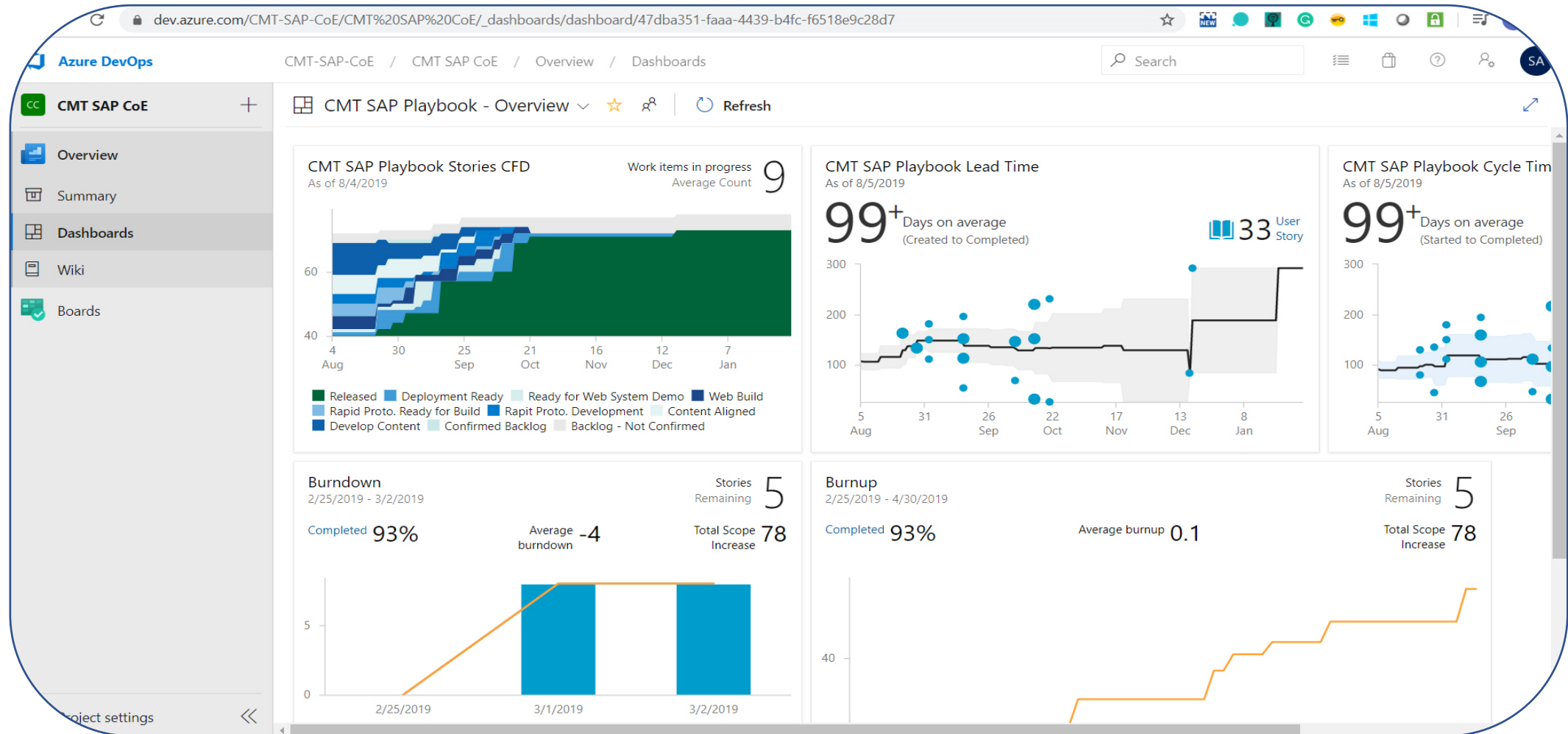
Yammer Data Feed and Like/Unlike



DELIVER AT SPEED



DELIVER AT SPEED



Finally the Playbook was launched within a **record** timeline of 6 months

The screenshot shows the landing page for the CMT SAP Playbook 2020. At the top, there is a yellow navigation bar with the SAP and Accenture logos on the left, and a series of menu items on the right: EXECUTIVE SUMMARY, TRENDS & VISION, CMT SAP FOCUS AREAS, C-SUITE AGENDA, SAP BUSINESS TRANSFORMATION, ASSETS, TOOLS AND SUCCESS STORIES, HOW TO ENGAGE, and GET IN TOUCH. The main content area features a dark background with a woman working on a laptop. The title 'CMT SAP PLAYBOOK 2020' is prominently displayed in white and yellow. Below the title, there is a yellow call-to-action button labeled 'SAP S4HANA ROADMAP TEASER' with a 'know more' link. A vertical text on the left side of the page reads 'powered by CMT, IPT/GoE'. The overall design is modern and professional, with a focus on business transformation.