SATHISH ARUL

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

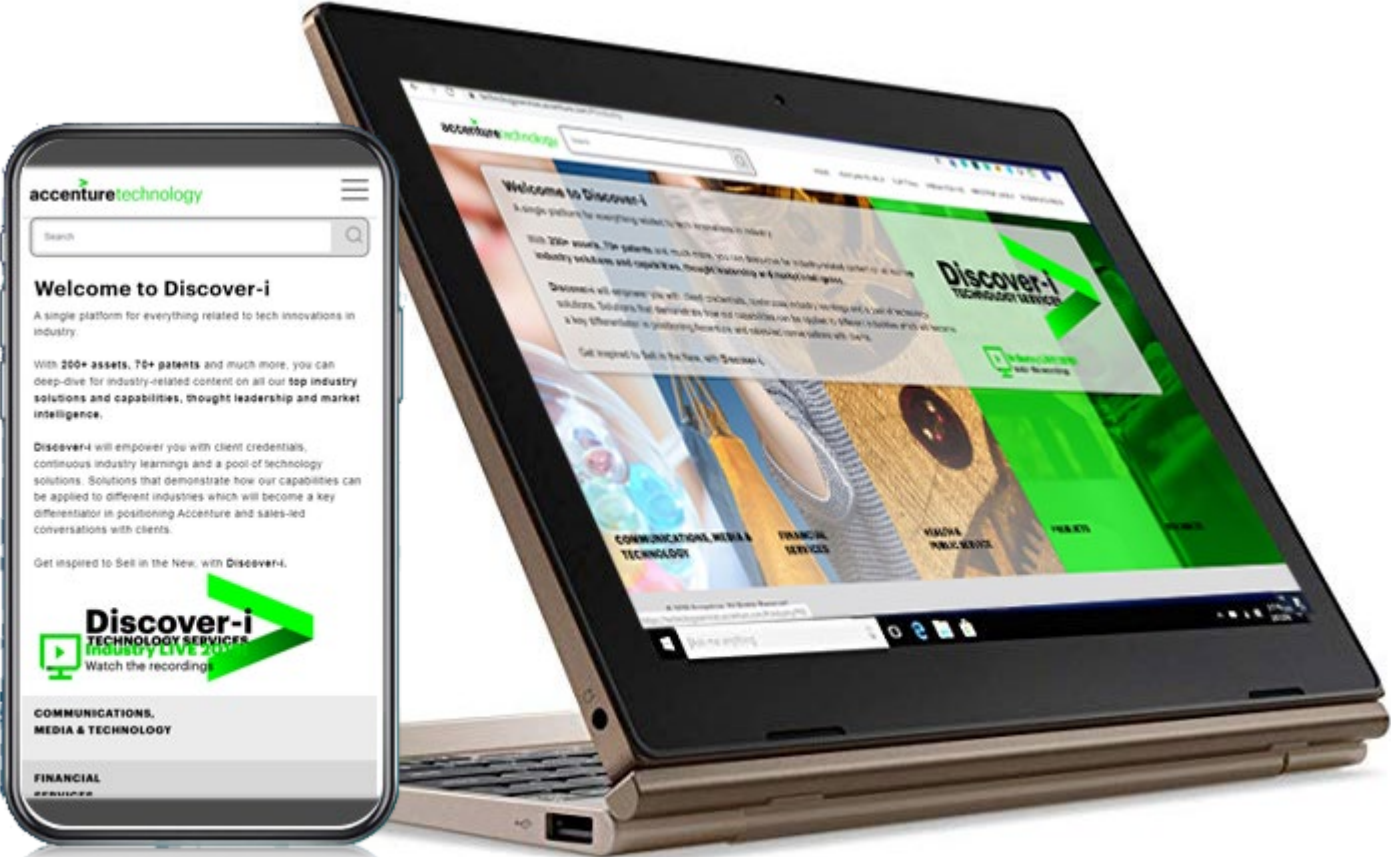C-suite of Accenture & Accenture's Diamond Clients

Primary Users

Sales People across Accenture and Sales Counterparts of Accenture's Diamond Clients
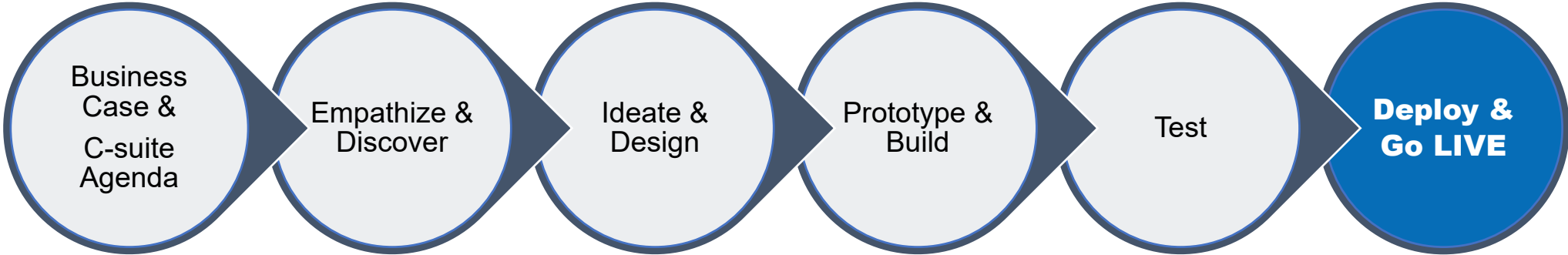
Total Count of Users/Visitors

1,00,000 ~ 2,00,000

Geo

North America, Europe, Growth Markets/Asia Pacific

APPROACH

BUSINESS CASE & DISCOVER

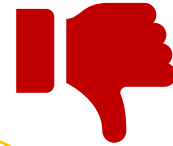**Higher Percentage of Sales Drop Out at Business Orals**

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.

Problems Identified

Multiple content platforms

Inconsistent User Experience

Version Conflicts

Multiple Access Mechanisms

Search Issues

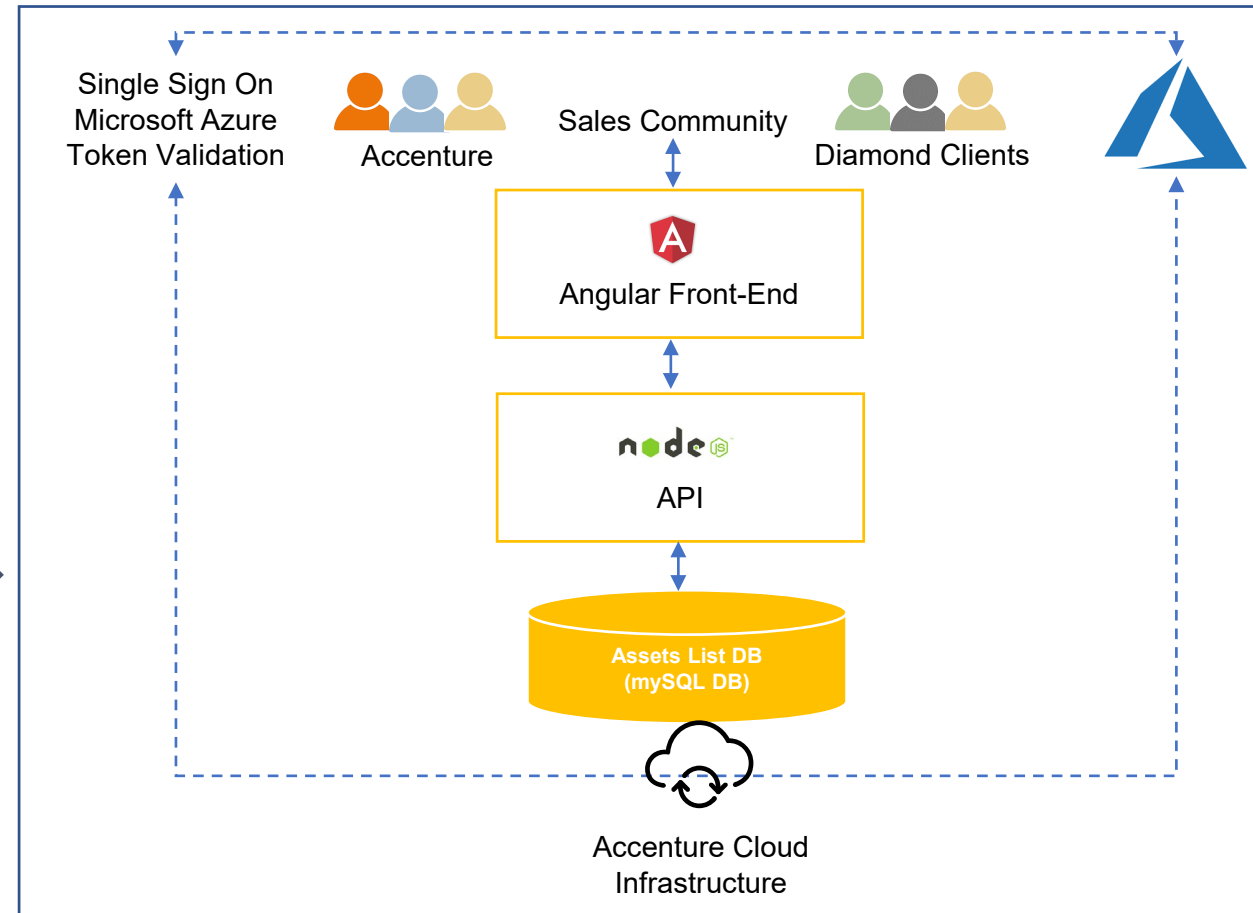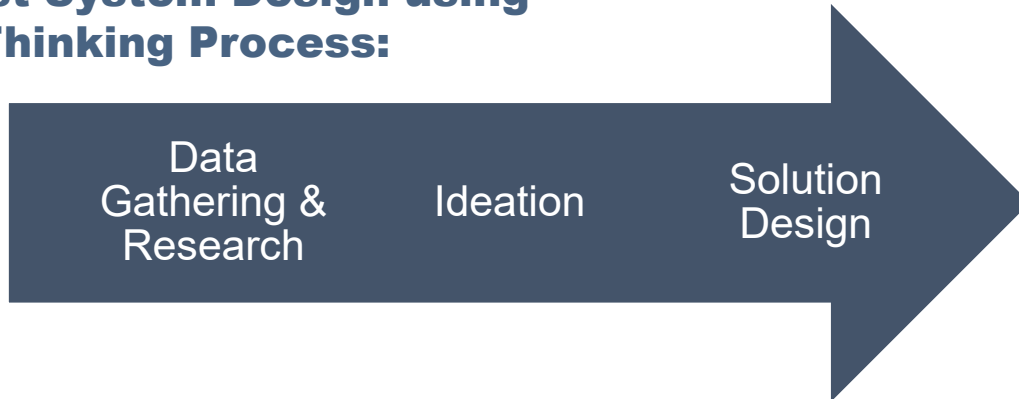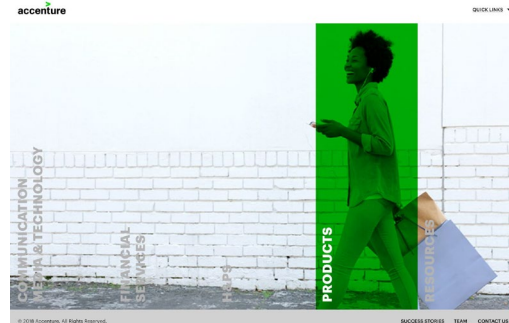**Non-Synced Content Harvesting**

User-Interface Inconsistency

IDEATION & SOLUTION

User-First System Design using Design Thinking Process:

Data Gathering & Research → Ideation → Solution Design

Single Sign On Microsoft Azure Token Validation

Accenture

Sales Community

Diamond Clients

Angular Front-End

API

Assets List DB (mySQL DB)

Accenture Cloud Infrastructure

DESIGN SPRINTS

HOW THE NAME EVOLVED?

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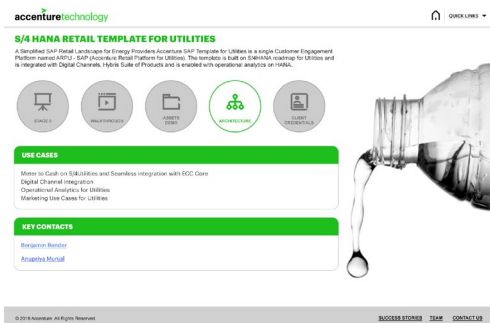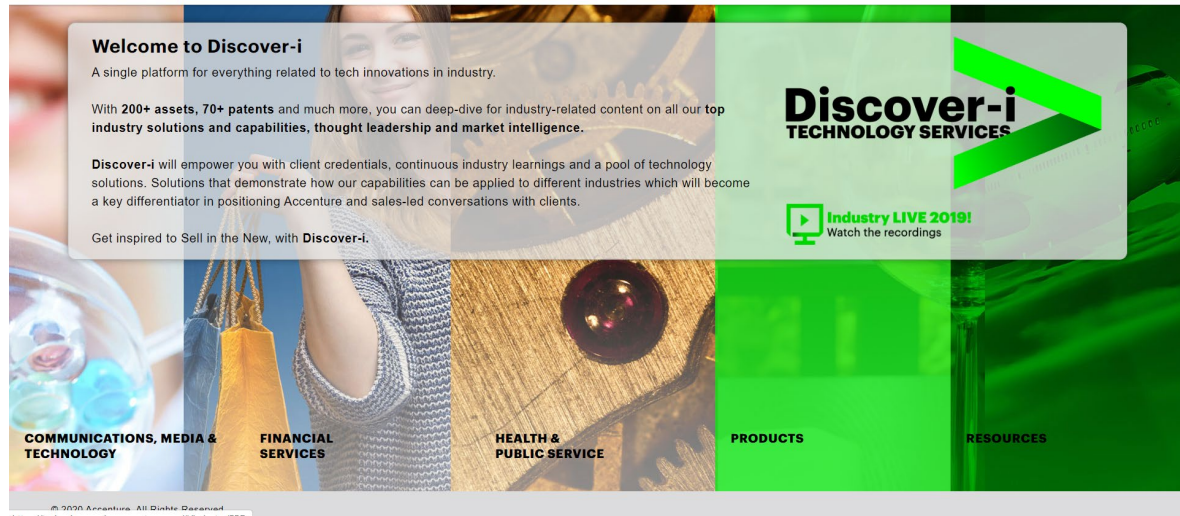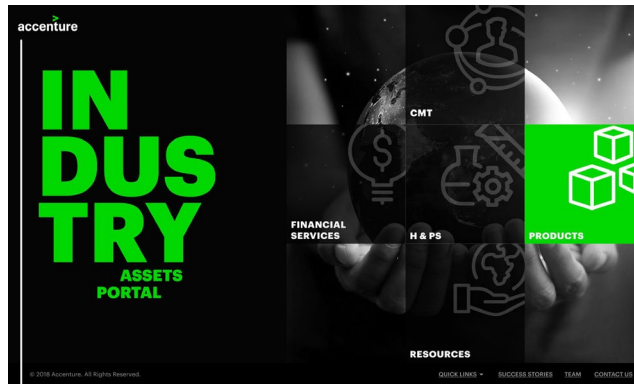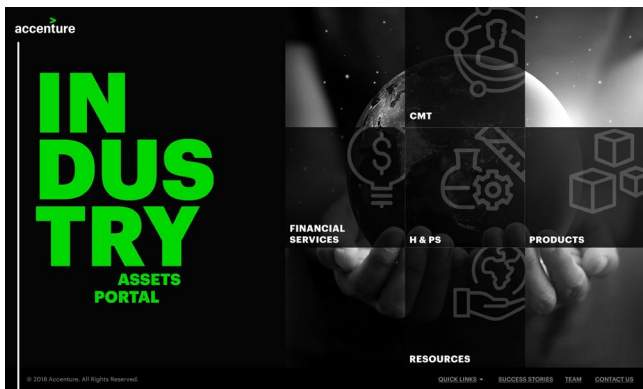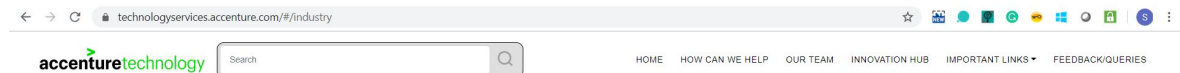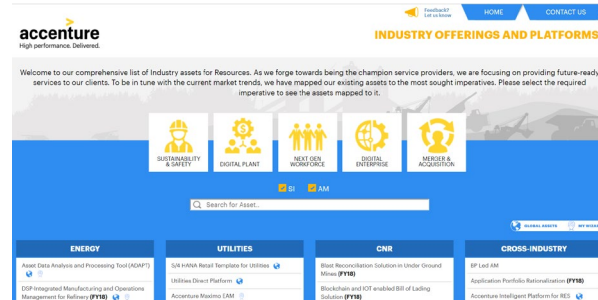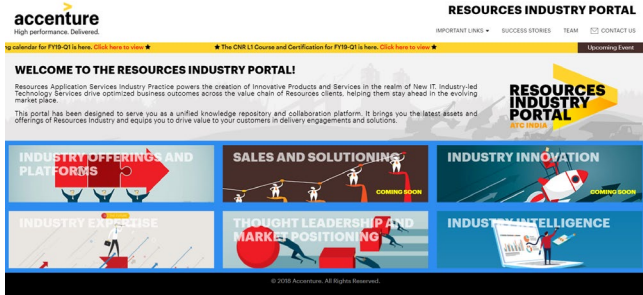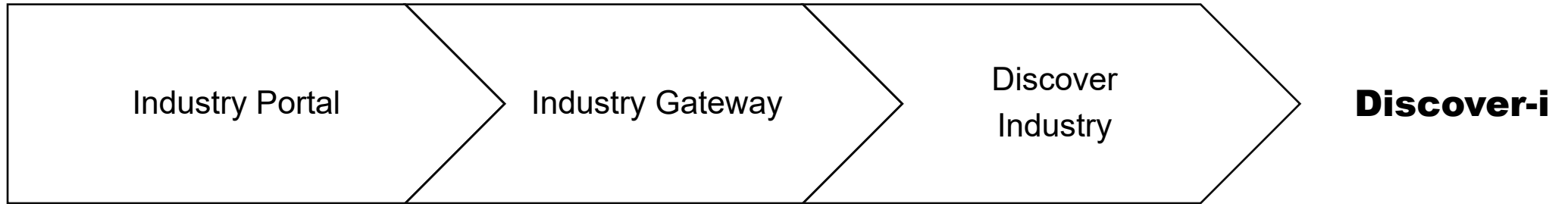
At the end of about 2 months of data gathering, ideation, UX Analysis, UX Design, UI & System Build, what we had was a neat and tidy Web application cloud portal which was running fine.

But its still not done.

UAT DEFECTS

Load Imbalance

Inaccurate Search

SOLUTIONS PROPOSED TO OVERCOME DEFECTS

Content Delivery Network

Single Sign On
Microsoft Azure
Token Validation

Accenture   Sales Community   Diamond Clients

Angular Front-End

API

Assets List DB
(mySQL DB)

Azure Data Center   Global Distributed CDN POPs   Global Users
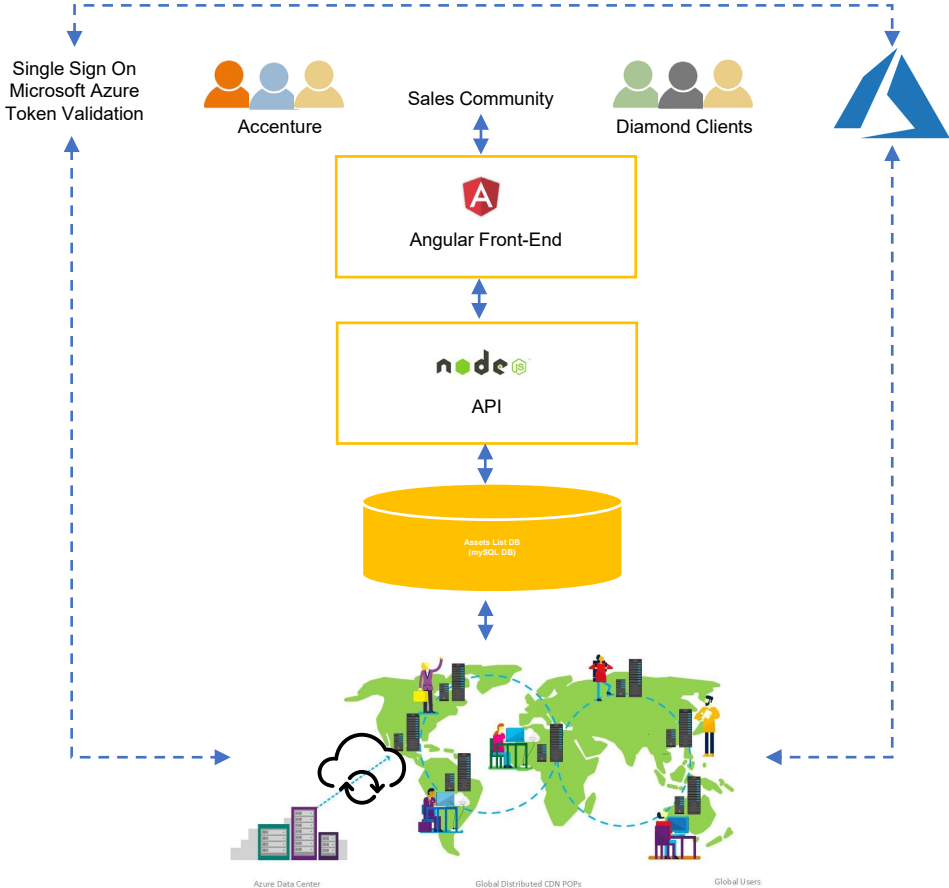
Search Filter to improve accuracy

Industry Solutions | Industry Capabilities | Thought Leadership | Market Intelligence | Industry Innovation

Industry Solutions Type | GTM Sellable Units

IPS   IES

Customer Experience   Connected Ecosystem   Compliance Vitality

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
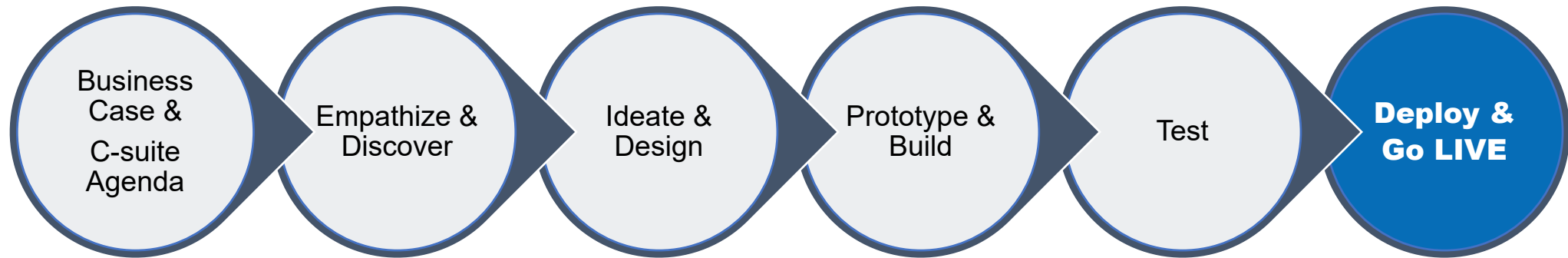
Total Count of Users/Visitors

~10000

Geo

North America, Europe, Growth Markets/Asia Pacific

APPROACH

Business Case & C-suite Agenda

Empathize & Discover

Ideate & Design

Prototype & Build

Test

Deploy & Go LIVE

6 Months

BUSINESS CASE & DISCOVER

1
2
3

Business Case

Empathize & Discover
Data Gathering & Research With Sales People

Problems Identified

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

?

accenture

SAP

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

1

2

3

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

accenture

SAP

Problems Identified

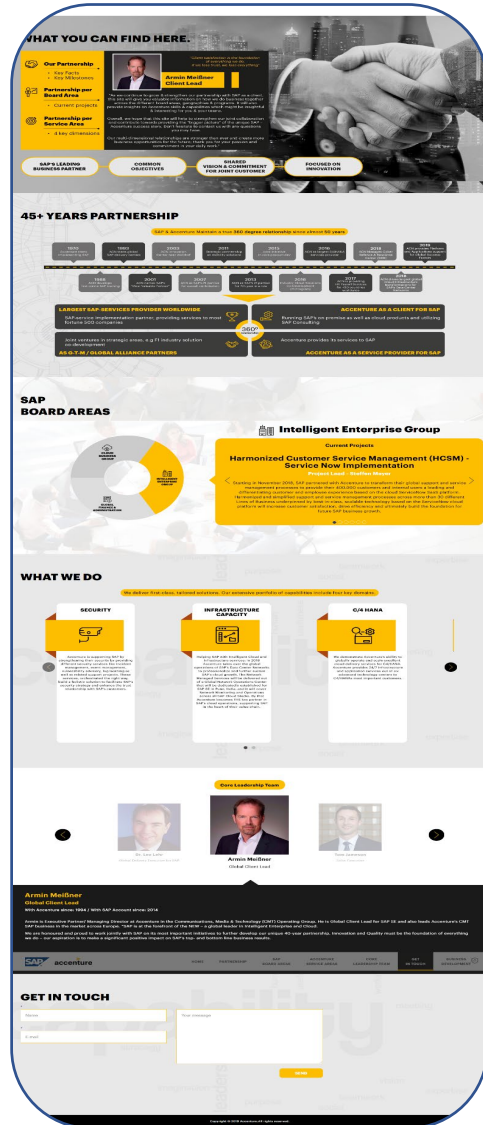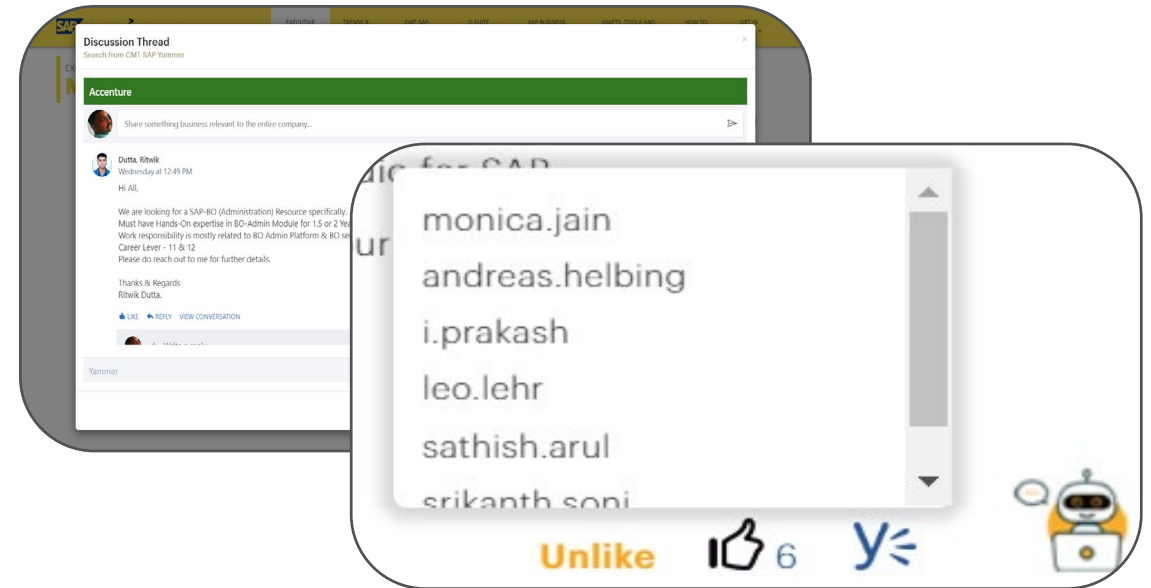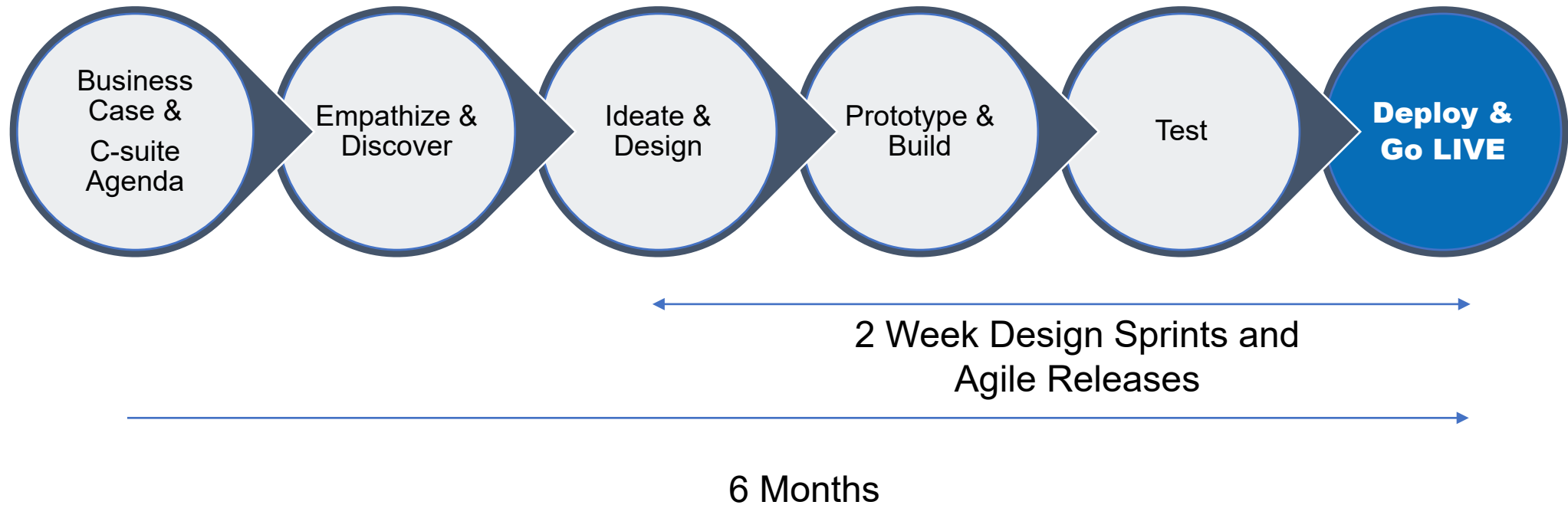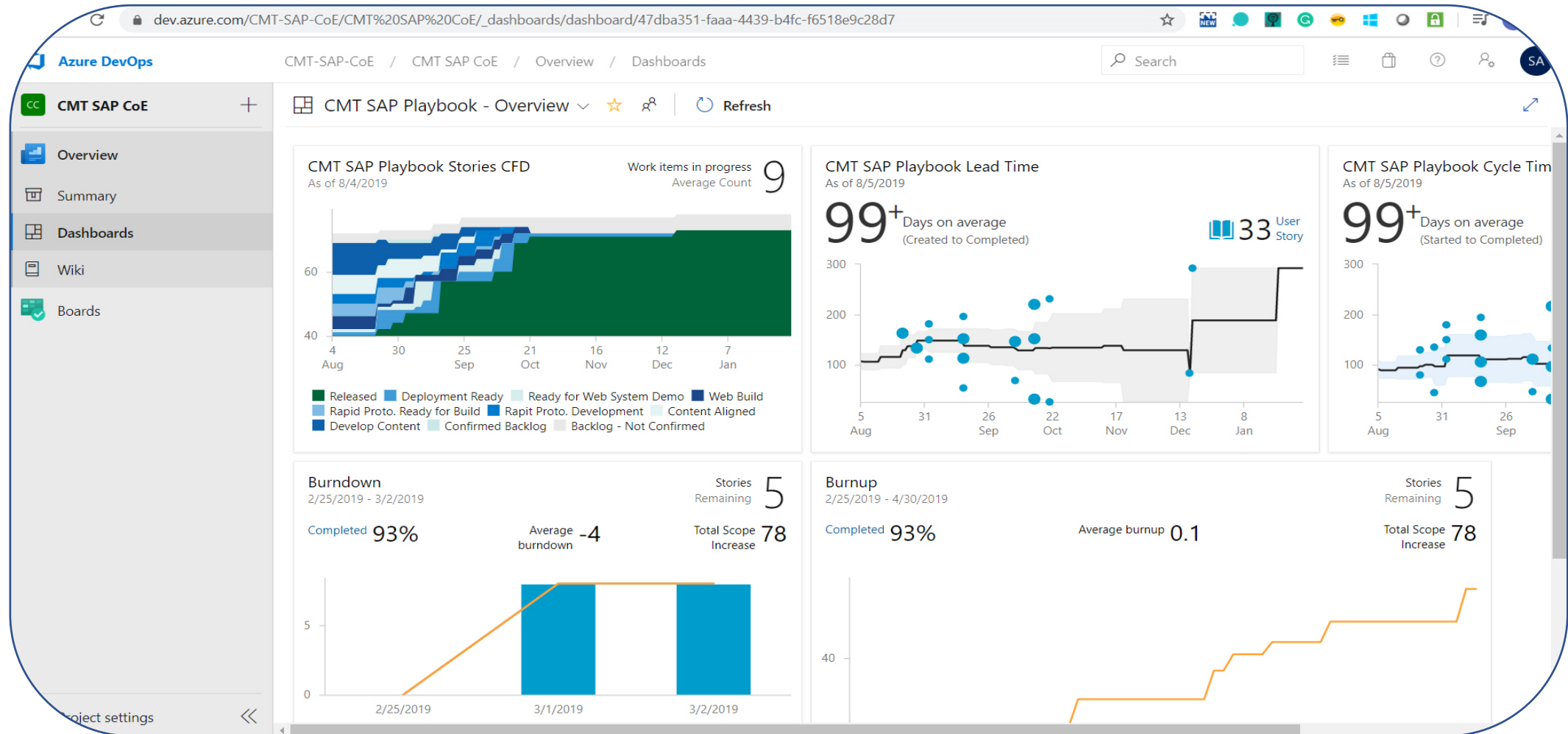|	
Version Conflicts	Multiple Access Mechanisms
Non-Synced Content Harvesting	User-Interface Inconsistency
Multiple content platforms	Inconsistent User Experience
Search Issues	Lack of Social Networking Channels
Access Controls	

DESIGN SPRINTS

INNOVATIONS

AI Powered ChatBOT

Yammer Data Feed and Like/Unlike

DELIVER AT SPEED

Business Case & C-suite Agenda → Empathize & Discover → Ideate & Design → Prototype & Build → Test → Deploy & Go LIVE

2 Week Design Sprints and Agile Releases

6 Months

DELIVER AT SPEED

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