



SAP C4C Sales Cloud Implementation @ AL Tasnim Group (ATNM)

Client Details		Business Requirements	
Client Name	Al Tasnim Group (ATNM) Al Tasnim Group (ATNM) is known for delivering high quality construction, products and services. Specialization in Project Management, Procurement, Fabrication, Construction of Structural, Mechanical, Piping, Coating, Painting, Electrical & Instrumentation associated with Oil & Gas and Civil projects executed on turnkey basis.	SAP C4C – Sales Cloud Implementation	
Industry	EPC, Construction, Infrastructure, Manufacturing, Maintenance, GRC, Steel Fabrication, Catering and Carpentry	<u>Organizational Scope</u>	
Number of Employees:	35,000+	<ul style="list-style-type: none"> • 13 Business Division • 34 Sales Organization 	
Website	www.altasnimgroup.com	<u>SAP C4C - Sales Functional Scope:</u>	
		<ul style="list-style-type: none"> • Account Management • Contact Management • Product Management • Lead to Quote scenario • Visit Management 	<u>Tender Sales</u>
		<ul style="list-style-type: none"> • Variant Configuration • External Pricing (SAP) • Customized workflow management 	<ul style="list-style-type: none"> • Key Account Manager (KAM) • Project identification process • Project Qualification process • Tender Finalization process

Solution Offered	Timelines
<p>SAP C4C implementation with variant configuration functionality & integration with S/4 HANA system using CPI (Cloud Integrator) for Tender Sales and Product Sales for enlisted business units :</p> <ol style="list-style-type: none"> 1. Cement Products 2. Civil Construction 3. Building Finishes 4. Asphalt and Road infra 5. Mining & Quarry 6. Catering Service 7. Lab Testing Service 8. Product Dealership & Trading 	<ul style="list-style-type: none"> • 4 months implementation project. • 1 Support & roll out phase.

Benefits to the Client :
<ul style="list-style-type: none"> • Complete sales process digitization for ATNM for better integration between business divisions. • Substantial increase in no. of leads with help of inter-department lead mapping. • Process integration to reduce manual efforts and avoid manual mistakes. • Better Sales Target monitoring with the future and Actual won opportunities. • Clear vision of future forecasted sales of the company. • Anytime, anywhere and on any device due to the advantageous use of mobile devices. • 360-degree view of the customers and customer history on past engagements. • Optimisation of the total cycle time for Lead to Quote cycle