

# Fellowes

Fellowes is a manufacturer of office and technology accessories, a family run business owning and operating 17 subsidiaries worldwide



## The Opportunity

Fellowes is embarking on a wide-ranging global digital transformation programme including transition of its ERP from Oracle to Cloud. As part of this, Fellowes I.T. needed to ensure that there is an effective, efficient and scalable infrastructure for the creation, management and syndication of product data and information across all appropriate digital channels. In addition, Fellowes are in the process of rolling out Oracle Product Data Hub (PDH) to facilitate the core elements of this requirement. As Salesforce licensing had also been procured, InspireXT were engaged by Fellowes Europe to review how the new applications could provide some 'quick wins' whilst recommending a simplified longer term end state architecture, delivering a scale-able, low TCO platform for innovative and personalized customer engagement.

## The Solution

InspireXT recommended a combination of a 'bottom-up' and 'top-down' approach to ensure that gaps and overlaps in the applications architecture were identified in line with the overarching Fellowes business strategy. InspireXT Salesforce & Oracle technical and business focused subject matter experts were deployed and several workshops were held over an initial two week period to over 20 senior I.T. and Business stakeholders from across the European business.



- Focus areas included:
- eCommerce Strategy
  - CRM & Customer Engagement
  - Channel Management
  - Digital Ecosystem Landscape
  - Digital Data Management Requirements
  - Integration Approach & Considerations

Current and emerging best practice was applied to the findings to produce an initial short term 'benefits to ideal end stage' strategy.

A number of recent 3rd party strategic studies and Fellowes internal exercises were also analysed to ensure further alignment to business aspirations and highlight value to additional parts of the business.

InspireXT then worked closely in collaboration with European I.T. and Business senior management to finalise the recommendations and create messaging to the wider business and Group Executives.



## Solution Tools & Philosophies

InspireXT deployed a number of in-house and recognised tools and philosophies during the course of the engagement, including:

- Logical Architecture definition and best practice to support all digital channels
- Benefits early approach for 'as-is' to future state applications landscape
- Latest thinking Channel Management philosophy
- 'Foundation to Horizon' initiative road-mapping for Salesforce functionality based on:
  - Strategic Needs
  - Business Case
  - Capacity for Change
  - Impact on Day to Day Operations
- Gartner pace layering concepts for effective application ownership & governance of enabling applications.



## The Outcome

InspireXT's final report contained a comprehensive set of reasoned and agreed recommendations aimed at generating necessary 'buy-in' from the parent company in the U.S.

Final recommendations include or facilitate:

- Ability to segment customers by overall value to the Fellowes business
- Channel Management strategy driving personalised experiences and self-service where appropriate
- Pace layering to help define application governance, maintain agility and drive innovation
- Digital asset and product data governance / syndication to all digital channels
- A holistic approach across CRM, Customer Engagement & Channel Management
- Harmonised data strategy across Marketing, Sales & After-sales functions
- Significantly reduced manual intervention across multiple business processes
- Configuration not code approach
- Single source of truth
- Optimised, standardized and simplified target architecture
- Legacy toolset adoption / decommission validation
- New, robust product launch process with supporting to-be and legacy applications
- Unified customer experience across all digital channels

## Fellowes Europe Business Case Touchpoints

European & Global I.T., Marketing & Marcomms Team, Product Managers, S&OP Team, European Sales Team, Service Team, Customer Service Centre, Central European & in-country Website Team, Channel Management Team.

"Fellowes engaged InspireXT for advice and a best practice based approach to align a customer engagement and channel management strategy to a long-term technology roadmap with Salesforce and Oracle Cloud at its core.

InspireXT organized and delivered an assessment programme with a structured approach to understand Fellowes' strategic business objectives from a series of well facilitated, collaborative and cleverly structured stakeholder engagement sessions with the Fellowes European Team.

Key insights and recommendations were highlighted focusing on both customer experience and the delivery of technology roadmap. This has allowed Fellowes to move forward with confidence in the execution of our strategic plans."

- Richard Chandler, Head of European IT

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