

## SUCCESS STORY

# Cubastion Transforms Hero MotoCorp's Siebel Environment

## Predictive AMS in Action

Company Name

**Hero MotoCorp**

Industry

**Automobile**

Location

**India**

Impact

**Boosting Stability, Efficiency, and Adaptability**

Application

**CRM Platform**

Contact Us: [solutions@cubastion.com](mailto:solutions@cubastion.com)

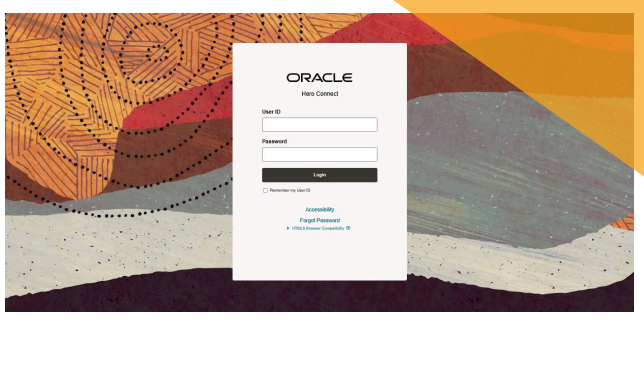
## Enhancement and Maintenance of the Hero MotoCorp Process

### A CASE STUDY

#### Background

Hero MotoCorp Ltd. is the world's largest manufacturer of two-wheelers, with a dominant presence in India and a growing global footprint. The company operates three state-of-the-art manufacturing facilities and has a vast distribution network, including dealerships, service centers, and spare parts outlets.

Hero MotoCorp's mission revolves around innovation, operational efficiency, and customer satisfaction. Maintaining seamless business processes is imperative, particularly in new vehicle sales, service management, parts supply chain, and business intelligence reporting. Delays, disruptions, increased effort, and costs caused by the Oracle Siebel application hindered business operations, requiring immediate action to address the issues.



### Solutions

Hero MotoCorp entrusted Cubastion Consulting Pvt. Ltd. with providing comprehensive Application Management Services (AMS) for their Oracle Siebel business processes. Cubastion deployed a strategic approach focused on optimizing the AMS team's performance, ensuring high availability, and continuously enhancing the applications.

Key elements of Cubastion's solution included:

#### Comprehensive AMS Framework

- 🕒 **Incident Management:** Systematic logging, categorization, prioritization, and prompt resolution of user-reported issues.
- 🕒 **Problem Management:** Proactive root cause analysis of recurring incidents and implementation of preventive actions.
- 🕒 **Change Management:** Rigorous review, evaluation, testing, and deployment of change requests (handling up to 180 person-days of changes per month).
- 🕒 **Release Management:** Careful planning, coordination, and deployment monitoring for software updates and new features.
- 🕒 **Performance Monitoring & Optimization:** Constantly track application performance using tools like Cubastion's proprietary XMON, identify bottlenecks, and implement optimization initiatives.
- 🕒 **Documentation & Knowledge Management:** Maintaining up-to-date documentation and a comprehensive knowledge base.
- 🕒 **Continuous Improvement:** Regular reviews and enhancements of AMS processes.

#### Resource Optimization & Predictive Modeling

- 🕒 A thorough resource and bandwidth analysis of the 11-member AMS team identified a capacity gap (2,090 available person-days vs. an estimated need for 3,420 person-days), leading to strategic resource reallocation.
- 🕒 Developing a predictive model using pattern recognition and trend analysis to estimate future ticket volumes and categories enhanced operational efficiency and resource allocation.

#### Innovation and Automation

- 🕒 An innovation team focused on automating repetitive service requests, reducing manual intervention, accelerating service delivery, and freeing up team resources.

#### Targeted Technical Interventions

- 🕒 **Root Cause Analysis:** In-depth analysis of 15-20 daily support tickets (from Codesk/Zoho) to categorize issues as data-related or development gaps for efficient resolution.
- 🕒 **Resolution Development:** Crafting tailored solutions for Change Requests to address immediate issues and prevent future occurrences.

- 🕒 **Data Management:** Utilizing SQL for data correction and updates, implementing JOB schedules for routine updates, and creating various database objects (Procedures, DB Views, M Views, Cron Jobs) to ensure data integrity (e.g., for inventory data mismatches) and support functional requirements.
- 🕒 **Production Deployment:** Careful deployment of solutions to the production environment with detailed reporting for transparency and ongoing monitoring.

### The Impact

Cubastion's dedicated AMS engagement has significantly improved the stability, efficiency, and adaptability of Hero MotoCorp's critical business processes.

#### Uptime production releases

**100%** uptime during month-end & year-end production releases.

#### Reduction in Severity

**90%** reduction in Severity 2 & 3 incidents due to proactive monitoring.

#### Faster Ticket resolution

**40%** faster ticket resolution via automation and optimized workflows.

#### Zero Disruption

**ZERO** disruptions during high-traffic campaigns (Mega Day, festive sales).

#### Seamless Integration

**202** Interfaces seamless Integrated across 17 Apps

#### Cost Saving

**20-25%** Cost saving through enhanced performance and uptime

#### ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at [www.cubastion.com](http://www.cubastion.com)

### Challenges Faced

Hero MotoCorp faced multiple operational inefficiencies in its Oracle Siebel application, which impacted critical business processes. The system posed challenges with performance bottlenecks under load and complex queries. Heavy customizations complicated maintenance, upgrades, and integration with modern technologies. Additionally, the outdated user interface hindered user adoption and productivity.

#### Business Challenges

##### ● Operational Continuity

Ensuring uninterrupted business processes for new vehicle sales (NV), after-sales service (SV), and parts (PT) supply chain, especially during new functionality rollouts.

##### ● Performance Under Load

Maintaining optimal system performance and preventing system lag or downtime, particularly during high-traffic festive seasons and major promotional campaigns (e.g., Mega Day Campaign), was crucial for sales and customer satisfaction.

##### ● Data Integrity

Upholding the accuracy and reliability of critical business data across integrated systems, vital for inventory management, service delivery, and business intelligence reporting (BIP).

##### ● Adaptability and Growth

Efficiently manage and implement a high volume of Change Requests (CRs) to align IT systems with evolving business needs and support strategic objectives like global growth and product diversification.

##### ● Customer Experience

Ensuring the underlying systems could support a positive experience across over 5,000 customer touchpoints.

### Technical Challenges

##### ● System Integration

Managing the seamless integration of new functionalities within the existing Oracle Siebel ecosystem, which involved 17 integrating applications and 202 outbound/inbound real-time batch interfaces.

##### ● Performance Optimization

Addressing system lags and slow response times, especially during peak usage periods, to ensure the applications can handle increased traffic efficiently.

##### ● Data Management

Resolving data discrepancies and managing large datasets to maintain data integrity for critical business functions.

##### ● Change Request Development

Mitigating code gaps and inconsistencies during the development of Change Requests to ensure alignment with original requirements.

##### ● API Stability

Troubleshooting and resolving API-related issues that complicated system integrations and threatened operational stability.

##### ● Bug Resolution

Identifying, prioritizing, and swiftly resolving new bugs that emerge with system updates or new code deployments to minimize business disruption.

##### ● Environment Discrepancies

Managing differences between development and production environments to prevent post-deployment issues.

##### ● High Volume Support

Providing robust L3 production support for a high volume of tickets (via Codesk and Zoho), including Severity 2 & 3 incidents and complex development issues.

### Key Areas of Expertise Demonstrated

##### ● Oracle Siebel Specialization

- Managed New Vehicle (NV), Service (SV), Parts (PT), BIP Reports
- Integrated 17 apps via 202 real-time/batch interfaces

##### ● Predictive AMS & Analytics

- XMON tool for real-time monitoring & bottleneck detection
- Predictive modeling for ticket volume forecasting
- AI-driven resource optimization (11-member team handling 3,420 man-days/year)

##### ● Data Integrity & Automation

- SQL automation for data corrections (inventory, etc.)
- Cron jobs, DB procedures for real-time syncs
- DISA framework accelerated 180+ monthly CRs

##### ● High-Availability Support

- Zero downtime during peak loads (Mega Day, month-end)
- 90% reduction in Severity 2/3 incidents

##### ● Agile Change Management

- 40% faster CR rollouts
- Eliminated dev/prod environment gaps

#### Cubastion Consulting Pvt. Ltd.

11th Floor, Block B, Vatika Business Park,  
Sector 49, Sohna Road Gurgaon  
Haryana 122018,  
INDIA

#### Cubastion Consulting Pvt. Ltd.

Kinko Building 7F 7-3  
Kanagawa Ward, Yokohama,  
Kanagawa 221-0056  
JAPAN

#### Cubastion Consulting LLC

971 US Highway 202N,  
STE R, Branchburg, NJ 08876

Contact Us: [solutions@cubastion.com](mailto:solutions@cubastion.com)