

# | CASE STUDY

ATG partners with a global leader in ecommerce, payments and marketing services to transform their Finance, HR & IT-SAP organizations to become a true business enabler while improving operations and reducing costs by 70%



The company is one of the leading provider of global e-commerce and marketing services to tens of thousands of companies, both large and small, who rely on it for its proven expertise, comprehensive cloud commerce and marketing and payment solutions. They have a total revenue of USD300+ million and has processed more than USD 35 billion per year in online transactions since 2013. The company aspired to grow its business and increase its global presence. That's where ATG played a pivotal role in setting-up of their semi-captive offshore locations and transitioned the operations from the US to India in different phases, which included Finance, HR & SAP. ATG also took over the responsibilities of maintaining and managing the Shared Services (Finance, HR/Payroll, Procurement) and SAP-IT Support & Development. Handling of operations from India offshore location started in just few weeks and gradually each transition phase was successfully completed. This offshore transition helped them realize significant cost savings and enabled them to concentrate more on their business strategies and expansion.

The offshore team in India is flexible in providing support to the business and its customers globally in the US, Asia-Pacific, Europe in multiple shifts with the offshore team providing 24/7 on-call support. ATG provides Production Support, Application Maintenance, Quality Assurance, Enhancements, Upgrades and System Refresh/Copy as part of the SAP-IT support. ATG also took care of all the complex legal formalities including taxation, which was a major hurdle apart from doing direct business for any foreign company in India from a B2C perspective.

This transition and the quality of the deliveries/operations provided by ATG led the company to start a joint venture with ATG to take care of its entry into India and further its business growth. As part of this venture, ATG was assigned take care of all the transactions on behalf of the company in India.

# Key Highlights

- Transitioned around 30 resources in Phase I of the Finance team within 2 months
- In 5 months, set-up the SAP-ERP functions covering around 30-member team for Finance, Sales, Security & Compliance, HR & Reporting including other intermediate systems under Phase II
- The Overall Customer Support teams have grown to 70+ in the Offshore locations Mumbai & Hyderabad
- ATG global operations provides 70% cost savings across diverse functions for the company
- Manages Finance operations, Accounting and Taxation, Treasury Operations, FP&A, Sales Enablement, HR & Legal & SAP-ERP
- Enabled the SAP-ERP system in a quick period of 5 weeks so that clients of the company can sell products in India through ATG JV
- Office operations team follow a 24/7 model to cater US, EMEA and APAC regions
- ATG took care of all complex legal formalities including taxation for the company to enable them to set-up and start business in India from B2C perspective as part of JV

## About Us

ATG is a global services company offering technology, business process management and consulting services to organizations seeking higher operational efficiencies, greater flexibility and lower operating costs. We offer business value to our clients by combining operational excellence with deep domain expertise. Our bespoke solutions drive agility and excellence in our client's business processes plus help expand their operational coverage to 24x7 enabling clients to operate as a truly global business organization. As a true business transformation partner, we offer innovative business solutions which go well beyond labor arbitrage and deliver tangible process improvements for our clients.

## Solutions We Offer

### Technology

Software Development and R&D | Software Testing | IT Services | ERP Implementation | Big Data & AI

### Business Process Management

F&A Operations | Legal Secretarial & Compliance | HR Management & Payroll | Sales, Renewables & Operations Support | eDiscovery, Litigation Support and Document Review Solutions

### Consulting Services

Business Strategy / localization for India and Middle East | Marketing and Business Development | Mergers and Acquisition | Management System

## Contact Us

### Mumbai

5th Floor, Paville House, Twin Towers Lane, Prabhadevi, Mumbai  
+91 22 7177 4000

### Hyderabad

1st & 8th Floor, #8-2-682, Laxmi Cyber Centre, Road No. 12, Banjara Hills, Hyderabad – 500 034, Telangana, India.  
+91 40 67264600

### Pune

B-305 & C-306, Teerth Technospace, Mumbai Bangalore Highway, Next to B.U. Bhandari's Mercedes Benz Show Room, Baner, Pune, Maharashtra – 411045 India.  
+91 20 6900 0403

### Bangalore

2nd Floor, Tridib Building, Block-A, Bagmane Tech Park, C V Raman Nagar, Bangalore – 560 093 Karnataka, India.  
+91 80 49414500

### San Jose

Unit 210, Suite 203, 2880 Zanker Road, San Jose, CA 95134  
+1 408 954 7377

### Raleigh

1000 CentreGreen Way Suite 200 Cary NC 27513  
+1 919 228 6404

### Dubai

2307, Liwa Heights, W cluster, Jumeirah Lakes Towers, Dubai, UAE PO Box 43711