



GEODIS turns to Tech Mahindra to drive new efficiencies with process intelligence

Sam Duncan, Practice Leader

Process intelligence remains top of mind for enterprise leaders as they continue their quest to unlock new efficiencies throughout their businesses. In response, an ecosystem of vendors is coming to the market with various offerings. However, more often than not, businesses rely on third-party implementation partners to bring it all together. Tech Mahindra is making a play to become enterprises' first-choice partner for exactly this—bringing process and task mining tools together and combining them with deep domain expertise to help clients drive new efficiencies. But they're not just talking about it; they're already doing it.

HFS analysts connected with Tech Mahindra's leadership and its client GEODIS, a leading global logistics provider, to understand why Tech Mahindra should be on enterprises' radar for process intelligence implementations.

Tech Mahindra helped GEODIS streamline its warehouse processes to the tune of almost \$1 million in just the pilot.

Tech Mahindra believes its ability to pull together domain and technical expertise enables it to deliver optimal results for enterprises. When we asked for an example of how that works in action, it cited its work with GEODIS. As a result, we connected with Adam Botterbusch, Process Excellence Director for Contract Logistics at GEODIS in the Americas. GEODIS initially selected Celonis as its process intelligence vendor in February 2022; ultimately, Celonis recommended Tech Mahindra as the preferred implementation company, thanks to its experience in the logistics industry. Adam explained that Tech Mahindra had the required technical acumen and understood GEODIS' business needs, allowing it to drive value from day one rather than conducting lengthy knowledge-sharing and educational sessions.

Soon, GEODIS had a fully operational pilot in its warehouse management function, initially analyzing processes from just two client workflows. For the two pilot clients, GEODIS serves as a third-party logistics provider, picking, packing, and shipping deliveries for the end customer. As a part of this process, GEODIS audits all products before dispatch for quality control, something Adam called an "unknown unknown" source of lost value. He explained that Celonis highlighted that GEODIS was accidentally auditing some deliveries multiple times, resulting in slower service and increased backlogs, ultimately costing them money and impacting customer experiences. As a result, Tech Mahindra built an analysis tool to detect this condition, eliminating the extra audit and reducing the average cycle time from four days to three days. Adam advised that GEODIS identified an estimated \$1 million in value throughout the two-month pilot.

GEODIS is bullish on the potential of process intelligence within its organization. The pilot has expanded to include more clients, and the company plans to deploy process intelligence

in more processes. Adam advises that GEODIS will work with Tech Mahindra to do this. However, he did acknowledge that GEODIS is still in the early days of its process intelligence journey, and there is a long road ahead before it fully leverages process intelligence's full potential. Anything could happen in the meantime.

Tech Mahindra aims to pull its partnership levers to deliver a 360-degree process view for enterprises

Since forging its first partnership in the process intelligence market with Celonis in 2019, Tech Mahindra reported that more than 50 clients leverage its process intelligence services. Significant demand has come from the manufacturing, logistics, and telecom industries, and the provider reports impressive growth in financial services. Since then, Tech Mahindra has completed more than 150+ projects and contextualized its domain knowledge for specific functions and processes in its intellectual property (IP) catalog on Celonis' tech stack, designed to help enterprises achieve complete process transparency.

One Tech Mahindra IP example is AceFin, its "CFO Control Tower" designed to give CFOs real-time information and insights to make data-driven decisions, built around the Celonis tech stack. [We covered this announcement in June 2023.](#) Tech Mahindra has developed an additional 15 Celonis applications.

But alone, the latest and greatest IP isn't enough. The best approach for driving true business transformation is often leveraging a combination of process and task-mining tools rather than using them independently. To that end, Tech Mahindra has nurtured an extensive partnership ecosystem of leaders in process and task mining categories, including Celonis and Soroco. Enterprises leverage Soroco's user-level data and Celonis' system log data to deliver complete 360-degree process transparency—all pulled together by Tech Mahindra.

Tech Mahindra can leverage its entire breadth and depth to deliver transparency at scale

Tech Mahindra's sheer size and scale provide a wealth of experience and expertise to draw on when serving clients. We've already said that this is what they believe their secret sauce is—the ability to bring the entire Tech Mahindra brand to their engagements—and GEODIS agreed. For example, Tech Mahindra has deep domain expertise across a handful of industries, particularly telecoms and manufacturing. It can go well beyond simple implementation services and support clients end-to-end—from identifying opportunities, nuances, and pain points to navigating complex industry-specific regulatory requirements and, of course, implementing process intelligence solutions.

In addition, Tech Mahindra actively looks to bring its process intelligence capabilities into other deals, particularly BPO. Its leadership explained that when talking to clients about rapid transformation, they typically bring process intelligence to the table, often met with enthusiasm from clients. This goes a long way to putting the latest and greatest process intelligence tools in the hands of enterprises, ultimately driving market growth. In addition, Tech Mahindra uses itself as a success story to encourage enterprises to buy into the technology. It has been leveraging Celonis' toolkit within its organization and has recovered millions of dollars of value in the accounts receivable department alone; it plans to expand into other functions.

The Bottom Line: Don't underestimate the importance of selecting the right implementation company for your process intelligence initiative.

GEODIS' Adam Botterbusch advised that enterprises must not underestimate the importance of finding an implementation company that understands their business, and he's exactly right. Tech Mahindra is working hard to bring its experience working with enterprises across multiple industries and technologies to help enterprises get a 360-degree view of their processes with a combination of process and task mining. This proposition should be of interest to any enterprise exploring the technology.

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