



Case Study



# What matters to Japan Tobacco International is sales force efficiency

**Do what matters**

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### Business situation

Japan Tobacco International (JTI) runs a Siebel-based CRM environment for its field service sales representatives in approximately 30 markets across the world. Access to core field service use cases such as order intake, customer surveys and campaign management was only possible through a laptop-based, online-only web interface.

JTI faced two substantial challenges:

1. Limited technical usability: Nonexistent or unreliable mobile coverage in some countries.
2. Limited user acceptance: Coming into the kiosk or supermarket with a sizable laptop was perceived to be outdated by the sales representatives, clients and consumers.

In order to increase sales force efficiency, JTI decided to create a user-friendly, modern-style mobile phone application based on the Xamarin framework to cover the field services requirements. The primary objectives were to:

- Enable offline functionality with a middleware sync engine based on **Microsoft Azure** databases to prevent data losses for an uninterrupted service availability when switching between offline and online mode.
- Create a new, modern and easy-to-use mobile experience with consistency across Android and iOS-based devices.

### Solution

JTI asked Accenture and Avanade – a joint venture between Accenture and Microsoft – to start with a proof of concept to demonstrate viability. The architecture was already well established in JTI, and as such, JTI and Accenture developed a cocreation approach bringing the right talent and capacity together. After its successful conclusion in October 2021, the Accenture and Avanade team completed:

- The back-end architecture and its implementation using an agile approach, backed by the Azure DevOps tool suite.
- The Xamarin-based front end with a focus on future extensibility and the ability to customize for local language and look and feel.

**Company Name:** Japan Tobacco International

**Country:** Switzerland

**Company Size:** 46,000+

**Industry:** Consumer Goods

**Solution:** Managed Services, Microsoft Azure

Weekly key user and stakeholder demos, a tight integration with release and test management and a careful rollout preparation helped JTI and the Accenture and Avanade team to stay on top of the build process and quality assurance.

### Results

The first markets went live in summer 2022 with some 500 users. The user feedback was carefully captured and analyzed, showing encouragingly positive scores. The productivity of the field force has materially increased, and the app has gained the acceptance of the markets. To continue the success story, the current rollout plan foresees another approximately 20 markets until 2024, with 20-plus more markets to follow. Accenture and Avanade support JTI with a team of approximately 50 full-time equivalents:

- Solution experts: Mainly in the field of .NET/Azure back-end application design and development
- Experience leads: UI/UX design, Xamarin-based front-end development
- Project and design leadership: Agile approach, release management, rollout management and delivery management
- Operation support: DevOps-based application support and maintenance

To provide an end-to-end experience to JTI, Accenture/Avanade are providing **application management services** and infrastructure management services based on Avanade's integrated Azure Platform Management tool suite.

## About Japan Tobacco International

We were formed in 1999 when our parent company JT Group acquired the non-US operations of R.J.Reynolds. Since then, our international workforce has driven two decades of growth. Today, we have more than 46,000 employees driving our success all over the world. Our mission is to nurture our internationally recognized brand roster while leading the way in Reduced-Risk Products and new ways of doing business. We are committed to making our business not only the fastest growing of its kind, but also the most innovative and sustainably run.





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**About Avanade**

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

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