



# Nissha: Transforming business with shorter time to market

- Simplified a complicated sales process
- Streamlined program management of customer sales initiatives
- Deployed Sales Automation application in just 12 weeks

## The business issue

Nissha, founded in Japan in 1929, is an international discrete manufacturer of made-to-order automotive components and parts. Growth from recent mergers and acquisitions introduced enormous technology challenges to the company's legacy systems. Manual operations and operational silos prevented smooth handling of complex, global business dealings.

To sustain growth and maintain its reputation for excellence, Nissha needed to standardize increasingly complex sales processes across original equipment manufacturers (OEM) and vendors. The company's reliance on email and handwritten notes to manage sales opportunities created bottlenecks that would eventually cost the company future business.

## The solution

Nissha's need for a flexible, scalable solution that could be rapidly developed in-house led them to choose Pega Sales Automation™ for the Detroit consumer product sales team.

In just 12 weeks, Pega's Build for Change® solution was deployed, supporting Nissha's B2B sales initiatives with upstream customers. Business users captured governance-related rules and processes without coding, and the finished solution controls IT governance with a single, standard solution across all group companies.

With Pega, Nissha identifies business bottlenecks through a transparent business process and handles complex business cases in parallel with the rapid transformation of its business.

## The results

By standardizing complex sales processes across its expanding global supply chain, Nissha's sales automation system easily delivers quotes, design samples, and engineering studies to their complex business network. Additional benefits to Nissha include:

- **25% expected productivity increase**
- **50% estimated reduction in sales onboarding time**
- **Improved customer satisfaction with streamlined management of sales initiatives**
- **Expanded strategic planning projections by 40%, to 60 months**
- **Better IT governance with rules-driven solution**

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*When you're selling to an OEM then you have a tier one in between you and your direct customer, it becomes 'how do you manage that supply chain?'... Pega has helped us because we've been able to link all three within one system.*

**Michael Kozbial**  
**Director, Automotive Sales**  
Nissha USA