



PUBLIC

# How Can **Deeper Insight into User Experiences** Improve System Performance and Adoption?

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## Powering automobiles and industrial machinery for **more than 60 years**

Automotive, railways, telecommunications, mining. These are just a few of the industries in which millions of Indians rely on the country's largest battery maker, Exide Industries Limited. Apart from the strength, reliability, and durability of its products, Exide has built a reputation for innovation – both in battery technology and business operations. This means powering continuous improvement through digital transformation. To ensure its people make the most of new enterprise IT technology, Exide needed a way to **track system usage as well as user performance**. By deepening its insight into user experiences, Exide could help a happier user base and gain greater success.

THE BEST RUN 



## Exide gets the insight into user experiences it needs to **optimize the performance** of ERP systems and the people who use them.

With the **SAP® User Experience Management application by Knoa**, Exide Industries Limited now has the ability to:

- Measure user adoption and quantify improvements across key performance indicators to identify gaps and training issues
- Track active and idle time on every screen for every user across all SAP applications
- Provide appropriate, proactive help desk support that both measures the effectiveness of implemented solutions and improves user experiences with improved system response time
- Expand user experience management to new applications as the SAP software landscape grows

“When it comes to our SAP systems, we need to know what is working for our people and what isn’t. With SAP User Experience Management, we have the **insight into user adoption** we need to ensure everyone can make the most out of the tools we give them.”

Sandip Pradhan , Chief - IT II Corporate , Exide Industries Limited



**Exide Industries**  
Kolkata, India  
[www.exideindustries.com](http://www.exideindustries.com)

**Industry**  
Industrial machinery  
and components –  
batteries

**Employees**  
3,900

**Revenue**  
US\$1.3 billion

**Featured Solutions and Services**  
SAP User Experience Management  
by Knoa

**THE BEST RUN** 

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