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Providing Global Support to ICI for over 5 Years and 130 Projects...

Situation

We began working with ICI Paints, the \$4 billion division of ICI, Corp., when all parts of the organization were operating as independent silos with 15,000 employees across the globe with different languages and complexities across brands and products. There were a wide variety of technologies and vendors, as well as duplication of hardware and software throughout the organization globally. They wanted to standardize their technologies, infrastructure and development vendors on a region by region basis across Europe, Asia, Latin America, and North America.

Solution

End-to-End Partnership: Rosetta is ICI Paints' Lead Systems Integrator (LSI). Rosetta manages the testing environment, while working with multiple parties, and the production environment is solely Rosetta's responsibility. Rosetta is charged with change / issue management, process ownership, strategy, thought leadership and implementation of the centralized web computing environment globally. This includes 24 X 7 global support of 75+ individual applications across four continents.

Rosetta is also ICI Paints' North American Regional Systems Integrator (RSI) responsible for the design, development, testing and implementation of B2C websites and B2B web applications which enable business processes for the North American regional brands, all running on the centralized IBM WebSphere platform.

Rosetta has served this dual role of RSI and LSI for over 5 years, which has involved 130+ projects, and 25+ custom developed web applications ranging from simple customer facing sites, to full eCommerce solutions, into web enabling their backend office through B2B integration.

Results

- Reduced costs, response times and diversity of technical issues by standardizing all of ICI Paints' 75+ applications.
- Dramatically increased efficiencies, security and lower cost with information exchange through the Internet.
- Knowing their online customer better, where their sites are effectively converting customers and where they are not.
- Color visualization tools for various global sites, helping drive consumers' brand choices.