

SAP Portals Success Story



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Getronics



GETRONICS SELECTS SAP PORTALS TO SUPPORT PEOPLE-CENTRIC VIEW OF E-BUSINESS

Getronics is a leading global provider of Information and Communication Technology (ICT) services and solutions to medium- and large-sized organizations. When the U.S. arm of this worldwide corporation undertook its e-transformation, it began with its most valuable resource.

“We decided our initial focus would be our employees,” says Glen Slater, vice president of e-business and business processes. “Our strategy was better internal communication and employee self-service. We have many systems spread around the country, multiple logins, and people couldn’t easily find information. We wanted to provide our people with a way to get information, to make them more productive.”

Getronics selected the Enterprise Unification Portal from SAP Portals to provide its users with a single, role-based entry point into legacy systems such as SAP® R/3®, as well as databases, documents, Web content, other structured and unstructured information and data sources, and a variety of applications, tools, and services.

“The Enterprise Unification Portal provides us with a single sign-on and enables us to funnel users to specific information based on their roles within the organization,” Slater says. “To do this right, you’ve got to focus on roles and the information specific to them: what people need to do their jobs.”

SAP Portals iViews provide Getronics users with dynamic, role-based windows, which are direct paths to the information they need to do their jobs. SAP Portals’ patented Drag&Relate technology lets them access and correlate information by simply clicking on the information and dragging it to another data source to which they want to relate it.

“Drag&Relate technology is the key,” Slater says. “This enables us to communicate with multiple systems and correlate information. This provides our people with rapid answers to crucial business questions, without requiring us to patch together systems in a complex integration project.”



That’s what management needs to drive the business.

“The focus is on actionable content,” Slater says. “Typically, very little transactional information gets used by middle and top management. The SAP Portals solution enables these infrequent users to easily access this information. Drag&Relate functionality then lets them take the information and do something with it.”

PORTAL UNIFIES MULTIPLE SYSTEMS AND DATA SOURCES

Getronics maintains its U.S. headquarters in Billerica, MA; the company’s global headquarters is in Amsterdam. Getronics employs 29,000 people across 36 countries, including more than 4,000 in the U.S. commercial business. It focuses its business on providing high-value business and technology consulting, systems integration, managed services and outsourcing, and industry-specific solutions, typically to Global-2000 firms. Customers include BP, Shell, the Dutch Post Office and Inland Revenue, the European Community, First Union National Bank, and Monster.com.

Getronics evaluated a number of portal vendors before selecting SAP Portals.

“The SAP Portals solution fit our profile for what we wanted to accomplish,” Slater says. “It provides a consistent view of computing resources, powerful search capabilities, direct access to



corporate applications and business processes, links to reports, analyses, and charts, and personalized access to content. Its Drag&Relate technology was also a major differentiator.

We saw that Drag&Relate would enable us to not only access multiple information sources, but interrelate the information to generate meaningful content. SAP Portals also offered a lower implementation cost.”

Getronics is implementing the solution on Hewlett-Packard business servers and the Microsoft Windows 2000 operating environment and SQL Server database. The solution will be accessible to all 4,000 U.S. employees.

SAP PORTALS SIMPLIFIES ROLLOUT

Getronics worked with implementation partner, Clarkston Group, on a pilot rollout for sales and marketing personnel and executive management. The company focused on two business lines – Business Solutions and Consulting and Advanced Networks – and a mix of headquarters executives.

“SAP Portals features like iViews and Drag&Relate enabled us to concentrate our efforts on the business analysis portion of the task, identifying the content for each role,” Slater says.

Each Getronics user will incorporate SAP Portals iViews, personalized windows with always-on, always-active links that provide them with constantly updated answers to the business questions users face in their daily work.

For example, Getronics sales and marketing personnel use an iView that accesses an account-planning tool focused on the opportunity management pipeline. They use another iView

that accesses sales and marketing collateral. Another iView functions as a briefing room, allowing everyone to collaborate on sales opportunities.

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“Suppose a salesperson is using an iView containing their top-10 list of opportunities,” Slater says.

“They can drag a customer name that appears on this list to the opportunity-management tool to develop a more detailed view of the prospect. They can then drag

the opportunity to the briefing room, to collaborate with others on the sales strategy.” This directly enables the Getronics collaborative sales model.

“We emphasize team and solution selling,” Slater says. “The Enterprise Unification Portal enables us to couple and relate multiple applications, documents, and sources of information to support this sales process.”



EXTENDING THE PORTAL TO CUSTOMERS AND SUPPLIERS

In the future, Getronics plans to roll out the solution to the additional U.S. employees, maintaining its focus on management and sales and marketing personnel. It will also use the Enterprise Unification Portal to automate more internal processes around its back office, such as procurement and accounts receivable and accounts payable. Getronics also has future plans to extend the portal to its customers and suppliers.

“iViews for customers could include things such as service level agreements, accounts receivable summaries, receipt notifications, contract and billing information, and other appropriate financial data,” Slater says. “Supplier iViews could include open purchase requests, approved purchase request alerts, material receipt notifications, payment notifications, vendor-managed inventory information, and select financial data.”

Getronics will also take advantage of the strategic partnership SAP Portals has established with Yahoo!, the world’s leading provider of Internet portals.

“The relationship between SAP Portals and Yahoo! will enable us to access more content and provide an even more people-centric interface for our portal strategy,” Slater says.

This will further strengthen Getronics’ goal of unifying its organization around its people, its knowledge, and collaborative processes.

“The Enterprise Unification Portal is a key component of our knowledge management, business intelligence, and enterprise application integration strategy,” Slater says. “It provides a window into enterprise knowledge, bringing to life previously dormant data that can now be compared, analyzed, and shared by any user in the organization. By enabling us to pull together various strategic assets, the SAP Portals solution becomes a major consolidating force within our organization.”

That provides both tangible and strategic benefits.

“The SAP Portals solution enables us to realize quantifiable, hard-dollar benefits, by streamlining the internal employee processes that support the business. It provides strategic benefits, through quicker knowledge of important information to support business analysis and decisions,” Slater says. “These are the foundation principals that our business case was built on and then ultimately signed-off by executive management.”