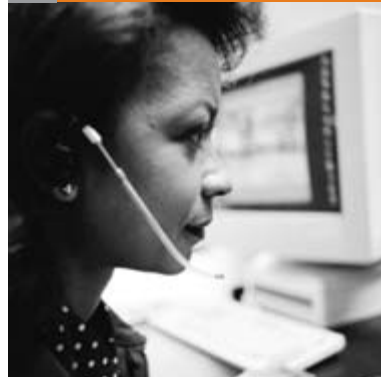


SAP Customer Success Story



The **TRUMPF** Group, a global leader in industrial engineering, implemented **Mobile Sales and E-Selling with mySAP™ CRM**. These solutions support its external sales force, enable online selling of spare parts, and optimize sales processes. With resulting improvements in sales and customer service at one of its subsidiaries, **Hüttinger Elektronik**, **TRUMPF** is poised to deploy these solutions elsewhere within the company, supporting its enterprise-wide e-business initiative.



TRUMPF

mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT MOBILIZES SALES AT TRUMPF

The TRUMPF Group faced an important business challenge as one of the leading companies worldwide in industrial engineering. Headquartered in Ditzingen, near Stuttgart, Germany, the group is structured under TRUMPF, which is a holding company. The challenge was how to optimize sales administration and the entire sales process across several business divisions. The holding company is responsible for four divisions – machine tools, laser technology, electronics/medical technology, and power tools – and has companywide responsibilities covering 50 international subsidiaries and 5,200 employees. The group generated revenues of €1.2 billion in fiscal year 2000-2001 and wanted to ensure their continued success.

ONLINE SALES IS THE FUTURE

The implementation of the Mobile Sales and E-Selling capabilities of mySAP™ Customer Relationship Management (mySAP™ CRM) is just one step in TRUMPF's systematic innovation offensive to keep its competitive edge.

mySAP CRM E-Selling provides comprehensive capabilities for selling TRUMPF products and services over the Internet to create a new, strategic sales channel. It covers all phases of the sales cycle including product selection, product catalogs, advanced personalization, online product configuration, shopping-basket management, secure transactions, complete order-status checking, as well as supporting payment processing and fulfillment. With mySAP CRM Mobile Sales, TRUMPF sales personnel in the field can access key customer and prospect information to facilitate planning and maintenance of their sales activities (such as appointments, visits,

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and calls). It also provides activity reports and capabilities to create quotations and take orders.

The mySAP.com® e-business platform already supports some of the company's business processes. The IT strategists working at TRUMPF saw further potential for optimization by modernizing the company's sales processes. mySAP CRM Mobile Sales and mySAP CRM E-Selling complement the existing IT infrastructure, and are now spearheading processes for serving customers more efficiently, providing them with more qualified advice to sustain their loyalty. Further, TRUMPF will have its partner companies linked to the system to use mySAP CRM E-Selling for ordering spare parts over the Internet. Consequently, a key requirement was full integration to SAP® R/3® to replace its legacy, stand-alone sales solutions.

FULL INTEGRATION

TRUMPF selected its Hüttinger Elektronik subsidiary for the initial pilot. Jürgen Mertens, head of sales at Hüttinger Elektronik, says, "Whether our sales people are in the office, visiting a customer, or travelling, they need to access up-to-date data in real time and easily communicate via an electronic medium. And our partner companies need to be just a few clicks away from straightforward methods for ordering spare parts." These were high expectations that were met successfully by deploying mySAP CRM Mobile Sales and mySAP E-Selling using TRUMPF's own IT department, working in tandem with its partner HP Consulting, the global consulting organization of Hewlett-Packard GmbH. This project team completed the implementation of both solutions, including full integration to the infrastructure backbone of mySAP.com – SAP R/3 – in just seven months. The fully integrated sales solutions have been live since December 2001.

POWERFUL SUPPORT FOR SALES

With mySAP CRM Mobile Sales, Hüttinger's internal and external sales forces now have access to a single, consolidated customer database for managing customers, prospects, and contacts. Thanks to the integrated calendar function, sales people enjoy total support for visit scheduling, and can call up all customer-specific data on their laptops while traveling. Plus, they can inspect and add to the contact history and track sales documents. Equipped

with the latest pricing information and an overview of all products, including configuration, external sales employees are able to provide customers with immediate information and qualified, on-the-spot advice. As a result, they spend less time on the telephone fielding queries about products. Questions and quotations arising from customer meetings are forwarded daily to the internal sales force using the synchronization function. The internal staff then takes over further processing of the quotation while external sales employees are already well on their way to the next customer.

ONLINE SALES FOR SPARE PARTS

For the online sales implementation of mySAP CRM, the focus was on usability, user friendliness, and a complete overview of the spare parts offering. Targeted at partner companies, the offering comprises 800 articles in 2 catalogs. This ordering capability has benefited customers who are purchasing online because it reduces the amount of data entry required and potential for error. For example, a user only needs to enter the address for delivery and invoice just once. A user making frequent repeat orders can save a filled shopping cart for reloading later. Because of the software's intuitive user interface, no training is needed for TRUMPF Hüttinger's partners. In the future, most of the spare parts sales is projected to be generated online with mySAP CRM E-Selling throughout the Huettinger organization and more webshops are planned within the TRUMPF group.

REAL-TIME INFORMATION ENABLES RAPID REACTION TO CUSTOMER QUERIES

TRUMPF is very pleased with the results. "We have significantly improved our sales processes at Hüttinger," says Reinhard Raisch, CRM project leader at TRUMPF. "The external salespeople are able to react more quickly and competently to customer queries because they access the most recent information in real time. We process quotations more efficiently and, with the Web shop, have a better overview of orders."

The next step is give more employees access to mySAP CRM. Hüttinger Elektronik currently has 20 employees using mySAP CRM and TRUMPF plans to gradually increase the number of users to over 100.