



ESTAFETA MEXICANA

AT A GLANCE

Company

- Name: Estafeta Mexicana S.A. de C.V.
- Location: Mexico City
- Industry: Logistics service provider
- Products and services: Express delivery services
- Employees: 3,500
- Web site: www.estafeta.com

Challenges and Opportunities

- Identify market needs and develop strategic alliances
- Implement standard processes
- Promote and facilitate customer self-service
- Control costs

Objectives

- Move from being primarily a courier company to one providing a broader portfolio of integrated services
- Increase focus on customer by providing easy access to customer self-services

SAP® Solution and Services

mySAP™ Customer Relationship Management application

Implementation Highlights

- 300 users online – including 220 mobile users – accessing the SAP® software
- Users enabled with handheld devices
- Sales force motivated by strong competitive advantage

Why SAP

- Long-term relationship with SAP, with experience of SAP as an independent, reliable vendor
- Strong support
- Steady gain from new SAP software and versions
- World-class business software on standard platform

Benefits

- Quick, easy analysis of all deliveries ordered and status of those in progress
- Improved visibility for better assignment of resources
- Standard technology platform and integrated data
- Measurable, replicable communication and training
- Integration potential of the SAP NetWeaver® Portal component

Existing Environment

mySAP Business Suite family of business applications

Estafeta Mexicana S.A. de C.V. is the leading express delivery company in Mexico. With its own cargo airline, 1,500 vehicles for regional transport, and real-time tracking technology, it is equipped to deliver 100,000 shipments to 2,500 destinations daily. To further improve customer service, Estafeta chose the mySAP™ Customer Relationship Management application.

“One of the biggest benefits of mySAP Customer Relationship Management was obtaining visibility. Now we can follow up on our pipeline, see what’s going on, and support our people.”

Rodolfo Cobos
Vice President of Planning
Estafeta Mexicana S.A. de C.V.