



JEBSEN & JESSEN MARKETING

CONSUMER ELECTRONICS DISTRIBUTOR FACES BUSINESS CHALLENGES HEAD ON WITH ENTERPRISE SOA

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Wirut Uttayapamonwut

Country Service Manager
Jebesen & Jessen Marketing (T) Ltd

QUICK FACTS

Company

- Name: Jebesen & Jessen Marketing (T) Ltd (J&J)
- Location: Bangkok, Thailand
- Industry: Wholesale distribution
- Products and services: Marketing, distribution, and servicing of consumer electronics, air conditioners, and scientific products
- Revenue: US\$650 million
- Employees: 2,500
- Web site: www.marketing.jjsea.com
- Implementation partner: Electra (S) Pte Ltd

Challenges and Opportunities

- Avoid delayed turnaround time during product registration due to manual processing of service requests
- Improve inefficient, time-consuming data-entry procedure
- Build collaboration on processing between dealers and service center
- Respond to customer queries and requests promptly

Objectives

- Significantly increase service capacity
- Improve accuracy and ease with which information is retrieved
- Track servicing requests to improve customer service levels
- Reduce servicing cycle time and improve quality control
- Increase J&J's ability to differentiate and introduce value-added services

SAP® Solution and Services

SAP NetWeaver® technology platform

Implementation Highlight

Pilot solution implemented in 2 months, with phased rollout of productive solution following immediately thereafter

Why SAP

- Easy integration with J&J's existing SAP® ERP software
- Ability to capitalize on existing resources and knowledge
- Support for new business processes potentially available in record time
- Reliable and scalable software

Benefits

- Capacity to handle 30% higher volume of service requests without additional headcount
- Increased efficiency and productivity with online Web solution
- 50% time saving on service request data entry
- Faster turnaround time for servicing
- Improved customer service and logistics processes
- Lower cost of ownership
- Potential for further business process innovations

Existing Environment

- SAP ERP application
- SAP NetWeaver Composition Environment offering



JEBSEN & JESSEN

Thailand-based Jebsen & Jessen Marketing (T) Ltd (J&J) is one of the leading consumer electronics and lifestyle product distributors in the region. Its key products include cameras, MP3 players, and air conditioners made by Casio Computer Co. Ltd., Fujitsu Limited, Reigncom Ltd. (maker of the iriver brand), Olympus America Inc., Samsung Electronics Co. Ltd., and Sigma Corporation of America. J&J distributes these products mainly to retail giants like Tesco PLC and the Carrefour group, as well as independent dealers. In Thailand, where J&J handles almost a quarter of all cameras supplied, the distributor turned to the SAP NetWeaver® technology platform, with its support for enterprise service-oriented architecture (enterprise SOA), to innovate and streamline its product warranty servicing process and better serve its dealers and end customers.

Evolving Business Needs and IT Challenges

Established in 1971 and a subsidiary of Jebsen & Jessen South East Asia (SEA) Pte Ltd, J&J focused initially on the dis-

tribution of products. As the company and its portfolio of high-quality consumer products grew and customer demands changed, J&J realized it had to provide greater value for its customers and

thus began offering servicing and warranty management services. However, J&J soon found that its service center was overwhelmed with the large volume of servicing requests,

which stretched the existing warranty-handling process to its limits. The service center staff was working with inconsistent and incomplete product and customer information. This meant

each time a product was brought in for servicing by customers, by post, or in batches from J&J dealers, staff was required to enter additional data. This led to a bottleneck, delaying the entire servicing process and prolonging J&J's turnaround time. As a result, J&J's efficiency and ability to provide customer service according to its desired standards was at risk.

With the business growing rapidly and the anticipation of monthly servicing requests doubling to 2,300 in the near future, J&J realized it needed to adopt a new strategy for its service processing and outsource some of its servicing tasks.

SAP Extends a Helping Hand

The company turned to SAP to enhance its existing SAP® software landscape with the latest release of the SAP NetWeaver Composition Environment offering. As a foundation for enterprise SOA, the SAP NetWeaver technology platform enabled J&J to rapidly develop software support for its new business process. The solution was easy to integrate and was deployed and adopted quickly.

“Enterprise SOA was the natural choice for us as it would integrate well with our existing SAP software. We have been using SAP software for close to nine years now, and it has always provided us with a reliable IT platform for our business needs,” says Gopal Varutharaju, IT director for Jebsen & Jessen Group of Companies South East Asia.

“From the business perspective, enterprise SOA has definitely lowered our cost of ownership and given us greater agility in handling future business challenges. We look forward to developing more enterprise SOA programs, which we are confident can help us grow our business.”

Gopal Varutharaju, IT Director, Jebsen & Jessen Group of Companies South East Asia



“Information on the status of the service request is instantly available through J&J’s Web-based solution [powered by SAP NetWeaver], and this has really added value to my business. I can now reply quickly to my own customers on the time needed to service their camera or MP3 player, and my customers appreciate it.”

Prawit Ruggises, General Manager, IT CITY Public Company Limited,
Customer of Jebsen & Jessen Marketing (T) Ltd

Further advantages of using SAP NetWeaver include its modular architecture, which makes the solution flexible and highly scalable, elements that are necessary to support J&J’s future business requirements and projected growth.

The warranty dealer self-service pilot solution was implemented within two months, with a phased rollout to the entire Thailand dealership planned to take place over a seven-month period.

An Innovative Self-Service Solution

Powered by SAP NetWeaver, self-service functionality was developed to enable dealers to log into J&J’s service center and submit their warranty servicing requests directly. This meant the

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whole service cycle could be initiated by the dealer, who has direct contact with the customer, rather than by the service center. As a result, the problematic and time-consuming data entry process was reduced by 50%. This in turn alleviated bottlenecks at the overloaded service desk, and capacity to handle service requests increased by 30%, all within the targeted turnaround time for completing the servicing of

a product. J&J benefited in other ways from the change in the service cycle, noting marked improvements in logistics and the ability to anticipate incoming service items and eliminate unnecessary pickups.

“The self-service functionality has made our workflow process much more efficient. The staff used to spend most of their time on data entry, but with the new business process they can now focus on providing quality customer service,” says Wirut Uttayapamonwut, country service manager of Jebsen & Jessen Marketing (T) Ltd.

In addition, the online self-service solution’s data capture and retrieval has reduced redundancy and inconsistency of customer and product information.

With the real-time status visibility, dealers enjoy the extra advantage of being able to respond immediately to customer queries and provide up-front estimates without having to direct their questions to the service center.

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ness. I can now reply quickly to my own customers on the time needed to service their camera or MP3 player, and my customers appreciate it,” says Prawit Ruggises, general manager of IT CITY Public Company Limited based in Bangkok and a J&J customer.

More importantly, the new solution opens up possibilities for further business process innovation and flexibility. The scalable solution also makes J&J more competitive, a necessity amid the growing market demands from both dealers and end customers. It has helped the company increase customer satisfaction through improved quality of service.

Leveraging Enterprise SOA for the Future

Moving forward, J&J expects to add to the applications running on SAP NetWeaver and extend the functionality of the warranty dealer self-service solution. For instance, in phase two of the implementation, J&J will be developing a notification service that will inform customers and dealers when they can collect their serviced product. J&J plans to roll out the software to its business network throughout southeast Asia upon completion of the implementation in Thailand.

“From the business perspective, enterprise SOA has definitely lowered our cost of ownership and given us greater agility in handling future business challenges. We look forward to developing more enterprise SOA programs, which we are confident can help us grow our business,” says Varutharaju.



50 089 539 (08/05)

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