

## SAP Customer Success Story High Tech – Lighting Technology and Products



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Don Ross, Implementation Lead, Hubbell Lighting Inc.

### AT A GLANCE

#### Company

- Name: Hubbell Lighting Inc., a division of Hubbell Inc.
- Location: Greenville, South Carolina
- Industry: High tech
- Products and services: Lighting technology and products
- Revenue: US\$2 billion (Hubbell Inc.)
- Employees: 11,000 (Hubbell Inc.)
- Web site: www.hubbell.com
- Implementation partners: Capgemini (Paris); Ingen Software Inc. (Cabot, Arkansas)

#### Challenges and Opportunities

- Simplify information flow between manufacturer and sales reps
- Give reps easy access to information regarding quotes, orders, and inventory
- Enhance competitive edge by improving partner and customer experience

#### Objective

Use Web services to link independent sales reps with the SAP® ERP application

#### SAP Solutions and Services

- SAP NetWeaver® platform
- SAP ERP application

#### Implementation Highlights

- Strong partnership with manufacturer sales reps to define business requirements
- Integration of the SAP NetWeaver Exchange Infrastructure component
- Strong training effort

#### Why SAP

- Best platform for enterprise service-oriented architecture
- Superior integration

#### Benefits

- Stronger competitive advantage
- Reusable enterprise services, lowering total cost of ownership
- Better relationships between Hubbell and sales agents
- Cost reduction via self-service
- Less data entry
- Improved customer service
- Higher win rates

#### Existing Environment

Multiple legacy systems

#### Third-Party Integration

- Database: Oracle
- Operating system: Microsoft Windows

## HUBBELL LIGHTING

### Lighting Manufacturer Uses Enterprise Services to Strengthen Links with Partners, Calls Success a Market Changer

It’s not easy keeping 60 different companies happy. But when they are the faces to your customer, you do everything you can. That’s why Greenville, South Carolina–based Hubbell Lighting Inc. wanted to simplify the daily flow of the thousands of documents moving between personnel at home base and the manufacturer sales reps who sell its products. It turned to the SAP NetWeaver® platform and enterprise service-oriented architecture (enterprise SOA) to build 22 Web services to handle the job.

The SAP NetWeaver Exchange Infrastructure (SAP NetWeaver XI) component is the glue that holds it all together. SAP NetWeaver XI is based on a native Web infrastructure that supports open standards and multiple communication approaches. A central repository for interfaces, it acts as an integration broker, letting Hubbell build collaboration scenarios across business processes and enterprise boundaries and among SAP® and non-SAP components.

Hubbell’s enterprise services deliver key processes in the order life cycle. Hubbell’s partners use Oasis software, an off-the-shelf system that supports manufacturer sales representatives in the lighting industry. SAP NetWeaver XI integrates Oasis with Hubbell’s SAP ERP application to bring information and functions to the sales agents.

“We wanted a consistent, simple solution that would allow our sales agents to enter orders into their systems and drive that information directly to SAP ERP and retrieve order status, stock availability, and other key pieces of information,” says Chris Hogan, platform director, IT at Hubbell.



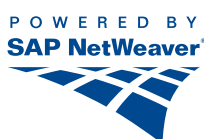
Hubbell Lighting implemented the Web services during an SAP ERP rollout to replace 18 business systems inherited through acquisition. It selected SAP partner Capgemini – a global leader in consulting, technology, outsourcing, and professional services – to helm the implementation. “Capgemini consultants made a huge difference,” says Lorraine Chase, functional lead for sales and distribution at Hubbell. “We could not have done this without them.”

### **Making It Happen with SAP NetWeaver**

SAP NetWeaver is the technical enabler of enterprise SOA, allowing Hubbell to encapsulate and reuse business logic from existing applications as precisely targeted Web services. This lets the company assemble and deploy business scenarios from the “outside in” – based on business need, independent of systems and applications. Hubbell’s agents get simplified process steps and documents, shielded from the rich application content and functionality from which the services are derived.

The Web services enable the sales agents to provide price quotations, convert quotes to orders, place orders, check availability and delivery dates, and view commissions. Agents can request lists of customer and product masters. They can query for available-to-promise inventory and current price lists for both standard and custom-configured products. They can check on order approval, shipping, and fulfillment; request invoices; ask for a return-goods authorization; and so on.

“The benefits are stronger relationships between Hubbell and its sales agents and reduced costs through self-service,” says Dan King, a consultant at Capgemini. “The agents make fewer calls to customer service and get more up-to-date information. Orders are processed more accurately and more efficiently. Agents can notify customers faster when there’s an issue, providing better customer service. And win rates are higher – agents can select the right package of products for a bid because of the search capabilities the services enable.”



Word has gotten to the top. “The president of our division recently spoke to our development team,” says Don Ross, Hubbell’s, implementation lead for the enterprise services project. “He said these services are crucial to Hubbell Lighting’s strategy for success. We think this is a big competitive advantage for us. This is a market changer.”

### **More Services on the Way**

Hubbell plans to keep on changing the market – just as founder Harvey Hubbell did at the turn of the 20th century when he patented the pull socket and separable plugs to provide convenience, safety, and control to the nascent market for electrical lighting. “We’re launching a program to sell directly to the design-build contractor,” Ross says. “Enterprise services will enable us to fast-track this because we’ll reuse and build on what we already have.”

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There’s even more to come. Says Hogan, “I think we’re just at the tip of the iceberg as far as what we can do. We’re looking at all the ways we can leverage enterprise services across the entire organization. This is a competitive edge for us, to be able to connect this easily with outside partners. Now we’re just trying to find the best way to link with each individual one.”

Concludes Ross, “The more of these types of things we can do, where we use enterprise services to go directly to the partner and the partner comes directly into our system – no sign-on, no Web sites, just straight from their desktops – the more we can change the game in our favor. These services don’t just reduce costs, they help us grow the business. We think SAP hit a home run with SAP NetWeaver and enterprise service-oriented architecture.”

