Zeppelin Russland: Implementing Business Intelligence Solutions for Greater Profitability and Control

Zeppelin Russland LLC is a dynamic, quickly growing company with a wide subsidiary network. The firm's growth demanded implementation of an **extended reporting system for logistics and finance.** To meet this need, Zeppelin Russland chose SAP® BusinessObjects™ business intelligence solutions, because of their optimal integration with the SAP ERP application.

ZEPPELIN®

Executive overview

Company
Zeppelin Russland LLC

Headquarters
Moscow, Russia

Industry
Industrial machinery and components

Products and Services
Distribution of machinery and equipment for companies in oil and gas, metal, mining, and construction industries

Employees
641

Revenue
$239.6 million USD

Web Site
www.zeppelin.ru

Partner
TeamIdea

BUSINESS TRANSFORMATION

The company's top objectives:
- Easy-to-use analytics to support management decisions
- Improved control over deal profitability
- Calculation of operational key performance indicators (KPIs)
- Acceleration of consolidation process

The resolution:
- Implemented analytics for deal profitability analysis
- Consolidated clients' data from customer relationship management and ERP software
- Developed services sales data gathering
- Automated calculation of KPIs

The key benefits:
- Improved company profitability through deal profitability insights
- Improved performance of sales, services, and parts distribution units
- Increased quality and speed of parts supply planning and execution back loop
- Reduced time to take inventory

"Timely analytical insights now enable us to make better decisions faster, keeping resources focused on value-adding activities instead of routine tasks."

Zhak Kocharyan, Head of Spare Parts Supply Division, Zeppelin Russland LLC

TOP BENEFITS ACHIEVED

5%
Inventory reduction

20%
Improvement in reporting staff performance

15%
Reduction in closing time for books

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