

## SAP Customer Success Story Industrial Machinery and Components



**“A standardized, company-wide overview of all customer-related processes enables us to seamlessly handle every task that leads to more service and customer retention.”**

Ulrich Willms, Project Manager, Francotyp-Postalia GmbH

### AT A GLANCE

#### Company

- Name: Francotyp-Postalia GmbH
- Location: Birkenwerder, Germany
- Industry: Industrial machinery and components
- Products/Services: Franking and enveloping machines
- Revenue: €133 million
- Employees: 864
- Web site: [www.francotyp.com](http://www.francotyp.com)
- Partner: SAP® Consulting

#### Challenges and Opportunities

- Secure market share in Germany
- Provide excellent service while improving productivity
- Simplify and decentralize order-taking capabilities
- Improve call center performance and reduce customer wait times
- Expand after-sales business to strengthen existing customer ties and to profit from attractive margins

#### Objectives

- Integrate customer service processes
- Provide consistent view of all customer data
- Consolidate and migrate legacy data
- Enable seamless integration of media

#### SAP Solution and Services

SAP Customer Relationship Management application

#### Implementation Highlight

3-stage project approach to implementing business processes

#### Why SAP

- Secure investment
- Same-source software and consulting
- In-depth expertise of SAP Consulting
- Simple integration with SAP R/3® software (functionality now found in the SAP ERP application) and the SAP NetWeaver® Business Intelligence component
- Problem-free implementation of new business processes

#### Benefits

- Sustained optimization of customer management
- Faster, higher-quality service
- Consistent, coordinated process management
- Standardized flow of information and data
- Tailored analyses and key figures for targeted campaigns and decisions
- Less effort in data maintenance thanks to centralized data storage
- Reduced times and costs through elimination of redundant entries and manual activities

#### Existing Environment

SAP R/3 software

#### Third-Party Integration

- Hardware: HP ProLiant
- Operating system: Microsoft Windows 2000 Server

## FRANCOTYP-POSTALIA

### Efficient Customer Support, from Initial Contact to Contract Management, with SAP® CRM

As part of a three-stage IT and marketing project, Francotyp-Postalia GmbH – based in Birkenwerder, Germany – implemented the SAP® Customer Relationship Management (SAP CRM) application with the goal of modernizing the way the company manages its customers. The functional areas of sales, support center, and marketing were the first to work with the new application. In April 2006 the company then went live with the application's core component for usage-based billing in contract management. The goals of this optimization offensive were end-to-end process automation and sustained improvements to every customer-related process. SAP Consulting supported the complex implementation with technological consulting and industry expertise.

### The Undisputed Leader in Germany

Franking and enveloping machines from Francotyp-Postalia have been synonymous with quality and reliability in mail processing since 1923. Nearly half of all approved franking machines in Germany and 1 in 10 worldwide come from Francotyp-Postalia's production facility in Birkenwerder, near Berlin. The company has sales locations throughout Germany and is represented in Europe and North America by its subsidiaries and trading partners. In fiscal year 2004 Francotyp-Postalia and its 864 employees achieved revenues of €133 million.

### Focusing on Efficient Customer Service

Around 230,000 customers from industry, retail, service, and the public sector rely on Francotyp-Postalia products. Before implementing SAP CRM, the company handled customer service using traditional structures. Its sales and service departments worked with different databases. The lack of a common information platform led to discrepancies in data maintenance and made both

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optimal customer management and collection of key figures difficult. A satisfied user of SAP R/3® software (functionality now found in the SAP ERP application), Francotyp-Postalia chose to implement SAP CRM with components for marketing, sales, and service to achieve coordinated, customer-oriented process management.

The company’s sales and internal sales support departments and the customer interaction center – which is outfitted with a Siemens Hicom telephone system – kicked off the project in April 2005. The initial stage included the migration of legacy data to a common platform to consolidate all customer information. Participating employees now have easy access to all necessary information on customers, contact persons, and machines. The common interface for mobile and online entry of sales and service requests helps Francotyp-Postalia coordinate its technicians throughout Germany; simplifies and improves order confirmation; and aids billing, complaint processing, and archiving of order documentation.

The company went live with the marketing component of SAP CRM as planned in early December 2005. This component provides a clear overview of all planned and implemented marketing campaigns with defined target groups, call lists, and reports from the integrated SAP NetWeaver® Business Intelligence component. “We’re implementing this tool in steps to identify all of our opportunities at the organizational level and tap the full potential of the SAP software,” says Francotyp-Postalia’s project manager Ulrich Willms.

### Holistic Support from SAP Consulting

To carry out this demanding project, Francotyp-Postalia brought in SAP Consulting as its implementation partner. This team of consulting specialists played a leading role in designing a blueprint to serve as the project’s foundation and in mapping business processes using standard SAP functionality. In addition, SAP Consulting handled company-specific adjustments. “Our CRM project stayed on schedule thanks to the active support of SAP’s consultants and, in particular, very good project management,” says Pascal Miet, director of international IT and process management at Francotyp-Postalia.

To complete the three-stage project, Francotyp-Postalia implemented the usage-based billing component of SAP CRM for central contract management in April 2006. “We can now offer our customers flexible contract management and achieve a new level of customer retention,” says Miet.