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In the Driver's Seat at proseed with the SAP® Cloud for Sales Solution

proseed
ONLINE MARKETING & CONSULTING

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Company
proseed GmbH

Industry
Media

Products and Services
Online marketing and consulting

Web Site
www.proseed.de

SAP® Solutions
SAP® Cloud for Sales solution

Partner
SAP Consulting

You've almost got a contract in the bag. First, you push the details to your boss's smartphone, then, seconds later, automatically post the status to your blog followers. Next, you tweet colleagues in production and ask them to get back to you. Then you click to access all relevant customer data and finish closing the deal. Sound a bit like something from the world of social media? It's the SAP® Cloud for Sales solution – a cloud-based approach that is **turbocharging sales processes** at proseed GmbH.

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Money wasted or money earned?

Online marketing agency proseed GmbH enables customers to make optimum use of Internet technology during the sales process and helps them evaluate the profitability of their marketing channels. "Click rates and visitor figures provide a good indication of how many people your advertising is reaching, but they are not really that meaningful," says Egon Scherer, managing director of proseed. "To win customers that will add value to your business, you have to look at online business backwards." Customers can now learn which advertising avenues will best reach target groups and how to invest their advertising budget profitably.

<50

Employees

The Frankfurt-based agency has developed analysis tools for monitoring and measuring Internet campaigns. As part of its holistic process analysis, proseed also examines the impact and effort of offline advertising measures, ultimately providing customers with a set of tangible facts and a clear idea of which channels work well and which are not profitable.

proseed's portfolio also includes the traditional disciplines of Web and online advertising design, and search engine marketing. Its online experts can also show companies how to make their Web sites more user-friendly or place calls to action in such a way that they will trigger that all-important buying impulse.

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A turbocharger for sales

Because Internet platforms have taken the concept of data speed to a new level, things move fast in the world of online marketing. New trends that emerge from one day to the next can represent a profitable addition to the marketing mix of proseed's customers.

50%

Greater efficiency and more effective sales-related exchanges

Regarded as a trailblazer in online advertising, proseed needs to keep a constant close eye on Web developments and leverage new business opportunities quickly. The firm laid the foundations for responding quickly to new trends by creating a flat hierarchy and encouraging tight-knit teamwork between the sales personnel and project managers that work in the production department.

The agency also set about finding a new software solution to deliver a vital time-saving function: the exchange of sales-relevant information at lightning-quick speed. Ralf Fischinger, head of online marketing and production at proseed, says: "For us, communication is a means to an end when it comes to giving our customers fast service. Each new item of information must be made available to the team without delay, even if individual team members are out of the office on a customer visit or business trip."

The agency wanted a solution that is available at all times, transfers new information quickly, reaches team members at all levels, and is accepted by everyone. SAP met their needs. Fischinger elaborates, "SAP Cloud for Sales delivers all the detailed information about customers and quotation processes **on time** and all the way through to mobile devices."

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Like social media for your business

The agency was impressed by the usability and multiplatform capability of SAP Cloud for Sales, which is also available on iPads and smartphones. "Mobile access is a major benefit for all our employees," says Scherer. "I can work on the train, keep an eye on what's happening, and investigate any issues. In short, I can make practical use of the time I spend traveling."

Because they can share and track processes, documents, and information at all times and without delay, users can stay up-to-date with the progress of their projects wherever they are. "Complete synchronization with Microsoft Outlook was really only an add-on that accelerated acceptance among sales personnel." Scherer adds, "We are impressed by the solution. It's fully in tune with what's happening in the market."

Cloud solutions using software over the Internet allow uncomplicated access to internal company information from any location. While the option of having data available anytime and anywhere has practical benefits, it also requires a high level of security. "The decision to go for SAP was an easy one," Fischinger says. "Among other things, SAP complies with all the security criteria for Internet data and hosts its cloud solutions in Germany, at high-security facilities in Walldorf." "These factors," adds Scherer, "dispel security-related misgivings and allay any fears that we, and any other German customers, tend to have."

"SAP Cloud for Sales is like Facebook for your business, only better."

Ralf Fischinger, Head of Online Marketing and Production, proseed GmbH

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Power from the cloud

The key characteristic of a cloud solution is that it delivers software at high speed over the Internet. This applies equally to SAP Cloud for Sales. For users, the major advantage of a cloud solution is that the software is available online and can therefore also be used on Web-enabled mobile devices. For IT decision makers, the major advantage is that they do not have to allocate valuable time and resources to implementing solutions in an existing system environment.

100%

Cloud solution availability on smartphones, tablets, and PCs

However, because proseed was implementing SAP Cloud for Sales as a replacement for a sales solution from a third-party vendor, it did require a certain amount of assistance from SAP consultants. The consultants helped ensure, for example, that customer files were transferred safely into the new system. Fischinger says, "SAP Cloud for Sales already covered 90% of our requirements. The very few 'deltas' that remained were implemented and up and running in a matter of days."

The process of transferring data sets was a straightforward matter for the SAP consultants because they were able to bring all of their project experience into play. "The consultants from SAP know all the pitfalls and complications that can occur," comments Marcel Ruppert, sales manager at proseed. "We received effective support and excellent consulting from SAP during the migration phase. The import process is totally safe. There is absolutely no possibility of incorrect data being transferred into the system."

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Information zips back and forth

SAP Cloud for Sales combines the social networks' chat concept with functions that simplify day-to-day sales business and offers a 360-degree view of customer files. Milena Mattes, sales assistant at proseed, says, "When dealing with large customers, we have a huge number of contacts, some of whom work for external services providers. The cloud application allows us to manage both complex account information and sales leads in a well-structured manner and represent relationships clearly. This makes it easier to offer professional support to our business contacts."

E-mails that usually end up in the sender's local folder can be linked via a click to the contact history for the accounts concerned and stored in the system. Business communication is seamlessly documented, can be tracked at any time, and is visible for every follower. Says Ruppert, "The automatic synchronization of events, tasks, and Microsoft Outlook e-mail is a major time-saving factor."

"The push principle meanwhile ensures that sales-related information is constantly on the move," says Fischinger. "I automatically receive updates on all the leads I'm following. This means that I no longer need to interact with a colleague every time I need a status update."

The intuitive user interface also helps ensure excellent user buy-in. Scherer says, "We are in favor of everything connected with usability and everything that does not require further explanation. I would describe the usability of SAP Cloud for Sales as outstanding."

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Training effort

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Exchange, track, and trigger immediately

Information about customers and orders is often in the possession of individual employees. SAP Cloud for Sales makes this knowledge accessible to everyone that is authorized to see it. Ruppert says, "It's not just that we hear about something straight away; we can now respond much faster too. The chat function simplifies teamwork and makes it easier for several colleagues to liaise on a particular issue. If I need documents, a quotation, or feedback, I no longer write an e-mail – I publish a feed."

Fischinger has observed another positive effect on the company culture: greater motivation. "Within his or her own workflow, each of the team members sees the same information status at all times," says Fischinger. "It's motivating for them to know exactly what is happening at the front line."

Data is always up-to-date. Mattes says, "Thanks to mobile access and the push principle, I can check the latest data from any location. The link with business intelligence is also very valuable because it gives me key data in clear, easy-to-read dashboards. This means that I can track revenue development immediately."

SAP Cloud for Sales also delivers immediate reporting via embedded analysis tools for displaying all sales control parameters in graphical form. Scherer says, "We can see at a glance how much we are investing in which leads and the current status of our opportunities. This makes it easier to set priorities based on time and cost."

"The solution is clearly structured and simplifies all sales tasks. As far as I'm concerned, it provides everything we need."

Milena Mattes, Sales Assistant, proseed GmbH

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Setting a great example to follow

The benefits of state-of-the-art sales support from the cloud were obvious from the first day. Ruppert says, "I can clarify any queries with the customer immediately or, as soon as I come out of a meeting, publish a feed to trigger follow-up tasks. This means that we can respond to our customers' wishes much faster than any competitor."

Scherer adds: "There was also a strategic motivation for our decision to go with SAP. A growing number of firms are more confident about having their data hosted. We're planning to develop and market our Web analysis tools as plug-ins, functioning as an SAP co-innovation partner." The firm's strategy experts have identified a viable market within their client base, largely because of the built-in integration with the conventional SAP world. "Cloud solutions such as SAP Cloud for Sales are the future because they offer optimum efficiency," says Scherer.

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