SPRINGER

AFFORDABLY DEPLOYING SAP® CRM TO INTEGRATE CONTACT-TO-CASH PROCESS FOR HIGHER PRODUCTIVITY

Springer-Verlag GmbH, a leading publishing house of scientific, technical, and medical media, chose to rapidly deploy the SAP® Customer Relationship Management application, enabling Springer to consolidate data into a single repository that provides employees with easy access to high-quality customer data.

"With our quick, low-cost implementation of SAP CRM we now have a 360-degree view of our customers, giving us better-quality customer intelligence that drives our direct sales and e-marketing activities."

Eric Schmitt, Executive Vice President, Fulfillment, Springer Science & Business Media, Springer-Verlag GmbH

QUICK FACTS

Company

- Name: Springer-Verlag GmbH
- Location: Heidelberg, Germany
- Industry: Media
- Products and services: Books, journals, newsletters, CDs/DVDs, online platforms, databases, and conferences
- Revenue: US$880 million
- Employees: Over 5,000
- Web site: www.springer.com
- Implementation partner: SAP® Consulting organization

Challenges and Opportunities

- Gain accurate view of the customer despite use of multiple software systems by different groups, which resulted in inconsistent customer data
- Improve productivity of e-marketing and licensing sales teams by streamlining processes

Objectives

- Acquire a single solution to store all business partner information with no data duplication
- Introduce complete campaign management solution that handles key figure planning, campaign execution via multiple channels, and campaign analysis

SAP Solutions and Services

Rapid deployment of the SAP Customer Relationship Management (SAP CRM) application

Implementation Highlights

- Closed-loop process from customer relationship management campaigns and enterprise resource management sales to business intelligence
- Two-phase project that enabled Springer to deploy functionality incrementally when and as needed
- Prototype that used Springer data and processes to demonstrate new browser-based functionality for licensing sales

Why SAP

- Low-cost, preconfigured rapid-deployment solution – including implementation plan and detailed steps
- Solution that integrates with existing SAP software landscape

Benefits

- Reduced implementation costs by 15% and implementation time by 25% due to preconfigured software delivered by SAP Consulting
- Improved customer interactions as a result of high-quality customer data
- Greater ability to evaluate effectiveness of e-marketing campaigns thanks to integrated reporting
- Higher employee productivity due to intuitive software that requires only minimal training

Springer
science+business media

SAP®

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