GYCOM GROUP

STANDARDIZING MULTICOUNTRY CUSTOMER RELATIONSHIP MANAGEMENT

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Håkan Svärd, CIO, Gycom Group

QUICK FACTS

Company
- Name: Gycom Group
- Headquarters: Täby, Sweden
- Industry: Wholesale distribution
- Products and services: Electrical and mechanical components for industrial and building automation
- Revenue: SKr 550 million (€61 million)
- Employees: 140
- Web site: www.gycom.com
- Implementation partner: Implema AB

Challenges and Opportunities
- Improve sales team efficiency and standardize processes across regions
- Foster collaboration across enterprise-wide sales and marketing processes
- Enhance customer service levels

Objectives
- Create a common Nordic customer relationship management (CRM) platform
- Integrate CRM functionality with existing SAP® software
- Establish a comprehensive, real-time view of all customer information

SAP Solutions and Services
SAP Customer Relationship Management application

Implementation Highlights
- Followed well-defined implementation methodology
- Identified a steering committee to provide governance for the project
- Included representatives from the four sales regions throughout the project
- Integrated CRM software with e-mail, business intelligence, and enterprise software
- Integrated enterprise functionality into a Web-based user interface

Why SAP
- Comprehensive yet intuitive functionality for customer relationship management
- Integration with existing SAP software

Benefits
- Improved sales team efficiency and better collaboration across enterprise-wide sales and marketing processes
- Greater autonomy and ownership of sales paperwork due to ready-made form templates and better access to data
- Improved analysis and monitoring functionality, resulting in better customer segmentation and identification of business opportunities
- Better information transparency to support sales decisions
- Decreased resource requirements and improved data quality thanks to integrated environment

Existing Environment
- A qualified SAP Business All-in-One partner solution
- SAP Business Intelligence component (functionality now found in the SAP NetWeaver® Business Warehouse component)

Gycom

The Gycom Group supplies electrical and mechanical components to wholesale distributors in the Nordic countries. The company has nearly 40,000 products in its inventory and 35 salespersons who make about 12,000 customer visits each year. To support its customer relationship management processes, Gycom implemented the SAP® Customer Relationship Management (SAP CRM) application. As a result, the group's sales organization has become more efficient and its operating methods are more uniform.

Gycom has been using SAP software since 2001, when the company implemented a qualified SAP Business All-in-One partner solution provided by SAP channel partner Implema AB. Later, it implemented the SAP Business Intelligence component (functionality now found in the SAP NetWeaver® Business Warehouse component). Implementing SAP software enabled the company to standardize most of its business processes across its subsidiary locations in Sweden, Finland, Denmark, and Norway. One area that it still needed to address, however, was its customer relationship management (CRM) processes.

"We were running one CRM application in Sweden and Norway, while the other countries had their own separate software or none at all," says Håkan Svärd, Gycom's CIO. "In addition, the earlier applications did not include integration with Microsoft Outlook or full integration with the SAP software."

Identifying a Need for Greater Sales Efficiency

It was time for Gycom to invest in a new CRM solution. "The starting point for the SAP CRM implementation was our sales personnel," Svärd explains. "We wanted a user-friendly solution that would enable our sales professionals to be more efficient and effective." Booking meetings and making quotations needed to be simplified. Gycom also needed to create a common CRM platform that was integrated with its SAP software for all of its subsidiaries. "We want our logistics personnel to have access to the same information as the sales and marketing people, in real time, across the entire company," Svärd adds.

To leverage its existing investment in SAP software, and to benefit from an integrated software environment, Gycom opted for the SAP CRM application. "SAP CRM provided the functionality we needed and enabled an integrated environment. It was the obvious choice for standardizing our CRM processes," Svärd says.

Realizing a Quick Implementation

Gycom selected Implema once again as its implementation partner. Implema followed a well-defined implementation methodology and worked with Gycom to establish a steering committee for the project. Representatives from the four sales regions, including product managers and key users, were involved throughout the 20-week implementation. "We tailored the software to meet our sales teams' needs, including integration with Microsoft Outlook and the creation of templates for quotes, so all of our salespeople use a standard form," Svärd explains. Gycom also had the implementation team integrate functionality with the company's SAP business intelligence software so management could run reports to track sales activity and provide information in support of its compensation model.

Implema integrated functionality from Gycom's qualified SAP Business All-in-One partner solution into a Web-based user interface so Gycom's sales team can perform certain transactions without logging fully into the software. "We can create a quote in SAP CRM more quickly now, and it's replicated in SAP software, so we're working on only one set of data," Svärd adds.

Implementing SAP CRM has enabled Gycom to create a common business platform that provides its employees with access to more and better information than before. "The logistics personnel now have access to the same information as the sales and marketing people," Svärd says. "Quite simply, with SAP Customer Relationship Management, the whole company now speaks a common language."

Operating in a New and Better Way

The solution's operating principle is that the salesperson can see a summary of his or her scheduled meetings and tasks on the SAP CRM home page. The home page provides all the infor-

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mation concerning the day's meetings and offers access to customer data detailing transactions, the customer's order history, and sales statistics.

After each contact with the customer, the salesperson can record any important information in the SAP CRM software through the home page. For instance, the salesperson can create a visit report and save it as free text directly in the appointment activity section.

Achieving Better Market Segmentation

With SAP CRM, the marketing department can segment potential customers or create new business opportunities through targeted marketing. Using the customer data, customer service can view the key information and customer history of each customer.

Svärd explains that the solution today automatically performs many functions that earlier required manual work. "Earlier, when we had separate CRM applications and the enterprise resource planning software was not fully integrated, several employees were required simply to maintain the applications and update the customer and product data," he adds. "Today, we can manage these functions automatically and integrate them directly into the SAP software. This has not only decreased our resource requirements but has also improved the quality of our data."

Increasing Productivity Through Quote Templates

With the help of ready-made form templates in the SAP CRM application and of updated data, such as product data and pricing conditions, from the qualified SAP Business All-in-One partner solution, Gycom's salespeople can take more responsibility for the sales work and for preparing quotations. "Earlier, our sales team had to work in cooperation with quotation clerks to create and send out quotations. Now, the salesperson can simply compile the quotation in Microsoft Word format and e-mail it directly to the customer," Svärd explains. "This is a great advantage, as the salespeople can send the quotations out more quickly. A salesperson can now, for example, tell a customer on the phone that a quotation will be sent within half an hour. "

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Improving Information Transparency

Thanks to the transparency of information, Gycom's sales personnel have access to more information than before, which helps them make better decisions. For instance, the sales team can see which products are currently in stock and in what quantities. It is also easier to return to and search old information, or information from another application. As soon as a quotation is added to the qualified SAP Business All-in-One partner solution, it is available in SAP CRM as well. A quotation that was previously stored in another application can now be found alongside the order.

Integrating SAP CRM and SAP business intelligence functionality offers nearly unlimited possibilities for analysis and monitoring. Customer-specific, product-specific, and country-specific sales statistics can be combined in SAP CRM from existing reports from the SAP business intelligence software. The number of customer contacts or quotations can also be viewed per salesperson or organization. Visit reports can be retrieved from SAP business intelligence software, and sales managers can view the tasks, customer visits, and future meetings of each salesperson in SAP CRM.

"SAP CRM meets our requirements very well. So far, we have primarily focused on the sales sector, but the solution also includes many other features that we can use, once we have everything rolling properly. For instance, we are not yet using SAP CRM in marketing or customer support as actively as we could, but we will pay attention to this in the future," Svärd concludes.

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