VEKA

IMPLEMENTING ACCESSIBLE, SCALABLE, SALES-CENTRIC CRM IN SIX WEEKS

"The SAP CRM rapid-deployment solution gives us no-compromise sales, marketing, and customer service with rapid time to value and an anticipated 12-month return on investment."

Thomas Sauerland, Chief Information Officer, VEKA AG

QUICK FACTS

Company

- Name: VEKA AG
- Location: Sendenhorst, Germany
- Industry: Mill products – manufacturers of plastic products
- Products and services: Window and door systems made of unplasticized polyvinyl chloride
- Revenue: €600 million
- Employees: 3,200
- Web site: www.veka.de
- Implementation partner: UNIORG Group

Challenges and Opportunities

- Grow revenue from long-standing customer base through world-class sales, marketing, and customer support processes
- Optimize sales planning and maximize effectiveness of marketing campaigns to support timely, accurate, fact-based decision making
- Gain ability to sustain business growth while cutting overhead

Objectives

Replace multiple legacy, stand-alone tools used for sales, marketing, and customer service with a single, integrated solution that can be used for all countries and product ranges

SAP® Solutions and Services

The SAP® CRM rapid-deployment solution

Implementation Highlights

- Implemented in 6 weeks by UNIORG, supported by 30 consulting days from SAP Consulting
- Reduced build time using UNIORG's data migration and configuration tools based on best practices advanced by SAP

Why SAP

- Preconfigured, ready-to-use content and processes at a fixed price
- Ability to deploy modules as needed
- Options to add additional functionality with enhancement packages from SAP as required, without an upgrade
- User-compatible functionality, intuitive interface, and fields that can be personalized

Benefits

- Standard software that fulfilled 80% of functionality needs
- Rapid user adoption after 1 day of training
- Single, universally accessible client database with a standardized set of customer-facing processes
- Real-time view of sales and pipeline sales data for fact-driven decision making and dashboards
- Ability to target customer campaigns through the segmentation of the database
- Higher productivity of sales support staff

Existing Environment

SAP Customer Relationship Management (SAP CRM) application

VEKA AG, a world-leading manufacturer of profile systems for windows and doors made of unplasticized polyvinyl chloride (UPVC), wanted to gain a real-time, 360-degree view of its customers. The company implemented the SAP® CRM rapid-deployment solution to make sales, marketing, and customer service efficient, effective, and affordable. VEKA can now respond to the needs of customers, sales teams, and service staff professionally and proactively in the 70 countries where it sells its expanding product range.

Scaling to Customer-Driven Demand

Synonymous with quality, reliability, and innovation, VEKA is a global group that aims to meet the specific requirements of each of its customers. UPVC windows, of which VEKA produces close to 1,300 different models, make up around 85% of the output from its 17 manufacturing plants in Germany, Russia, the United Kingdom, France, the United States, and China. VEKA sells to construction firms, architects, and wholesale suppliers of building materials. The solid reputation of its brand means VEKA products are increasingly recognized and requested by end users from municipalities down to individual home owners.

Sustained growth over recent years resulted in a mix of disparate standalone sales, marketing, and customer service systems – including software from the SAP Customer Relationship Management (SAP CRM) application and spreadsheet-based tools – that could not scale to its needs. VEKA wanted to capitalize on its successful 40 years as one of the most trusted and well-known names in the industry and build a platform for future growth. To do this, the company needed to gain real-time, enterprise-wide visibility of customer orders and pipeline sales. Integrating lead management and account management would enable sales executives, marketing teams, and support staff to close deals more quickly, target marketing spend effectively, and respond promptly to customer inquiries.

Delivering User-Compatible Functionality

"The unrivaled quality of our products has won us around 3,500 customers, many of whom have been with us for more than 20 years," says Johannes Borgmann, team manager of system integration within IT services at VEKA. "To support our continuously expanding customer base and product range most effectively, we needed to standardize and streamline all customer-facing activities. We also wanted to cut costs and reduce cycle times through automated, workflow-driven sales and marketing processes that could be integrated with our back office, which runs on the SAP ERP application."

Essential to the success of any new CRM software was rapid acceptance and adoption by the company's sales teams. "As well as support for best-practice processes, we needed a user-friendly interface and intuitive functionality," says Thomas Sauerland, chief information officer at VEKA. "Our new solution also needed to complement the way account managers work to expedite adoption with minimal training so there were no interruptions to sales activities."

Gaining Predefined Content at a Fixed Price

VEKA chose the SAP CRM rapid-deployment solution for its preconfigured, ready-to-use content and functionality, and predefined price. The solution could be implemented in stages, which would allow VEKA to address its most urgent needs first and deploy additional modules later. Updates from SAP would allow VEKA to add incremental functionality without a major upgrade.

UNIORG Group, an SAP gold partner and VEKA's long-term technology partner, recommended the SAP CRM rapid-deployment solution as a tried-and-tested, low-cost way of replacing VEKA's existing applications and gaining rapid value. "The SAP solution could give VEKA most of the functionality it needed without customization, while providing integration with its existing SAP applications," says

"UNIORG and SAP Consulting delivered a quality solution in six weeks. Their in-depth knowledge based on past project experiences combined with their technical expertise were essential."

Johannes Borgmann, Team Manager, System Integration, IT Services, VEKA AG

Hans-Peter Kreft, managing director of UNIORG. "It would provide a base layer on which to build additional competencies to meet VEKA's changing business needs."

"We put together some typical business scenarios in a conference room pilot to help the sales teams visualize how the solution would work," adds Frank Holtkamp, project manager of UNIORG. "They were quick to see the benefits it could provide, delighted by its ease of use, and we won immediate acceptance for the solution."

"The SAP CRM rapid-deployment solution is helping us to turn customer-driven growth into profitable reality."

Thomas Sauerland, Chief Information Officer, VEKA AG

Implementing in Six Weeks with Reduced Risk and Cost

UNIORG managed the implementation at Sendenhorst, which was completed in six weeks and required only 30 consulting days from SAP Consulting. Data was migrated from VEKA's legacy sales, marketing, and customer management software to the new solution using UNIORG's migration and configuration tools. Build time was reduced using semiautomatic tools and integrated test scripts. More than 80% of VEKA's process needs were met using standard functionality, which minimized the need for customizations. UNIORG developed a small number of functionality extensions to configure the solution to the specific needs of VEKA's key markets.

SAP Consulting supported UNIORG throughout the implementation to help VEKA realize the full potential from its investment and integrate with its SAP back-office applications. SAP Consulting also worked with UNIORG to effect automatic extraction of data from SAP CRM into SAP BusinessObjects™ Dashboards software.

"UNIORG and SAP Consulting delivered a quality solution in six weeks," says Borgmann. "Their in-depth knowledge based on past project experiences combined with their technical expertise were essential. We estimate that implementing a traditional CRM solution would have taken six months."

Training Key Users in One Day

Key sales, marketing, and customer service users felt confident working with the new solution after only a single day of training. What's more, they were able to pass their knowledge on to colleagues. "The SAP CRM rapid-deployment solution comes with comprehensive training documentation, although this is rarely needed, as the intuitive processes make adoption rapid and easy," says Holtkamp. "It combines good, deep functionality with a user-centric interface."

New features that made adoption rapid for sales teams include the ability to configure the application to individual job requirements and personal preferences. Sales teams can personalize the interface, fields, and screens; bring up a one-page summary of each account; and see everything they need on a single page.

Delivering Real-Time Sales Transparency

Around 30 users in VEKA's German operations currently use the sales functionality of the SAP CRM rapid-deployment solution. The company's 12 field-based sales executives access up-to-date customer details, orders, and pipeline sales via their laptops. Account managers have praised the simplicity of the solution, which allows them to extract presentations and case studies from VEKA's systems as required to prepare for customer meetings and support new bids.

VEKA's sales teams are supported by 15 office-based support staff members, who update sales executives with new customer information or changes to appointment details. Support teams are now better able to assign sales representatives with the right opportunities and track their progress. Having a single, universally accessible customer and sales database gives VEKA's sales directors and business analysts accurate, timely data for planning and forecasting.

Six months after the initial rollout to Germany, VEKA has already extended SAP CRM to its sales teams in Spain. The company is now exploring the possibility of equipping account managers with iPad-based access. Using the "iPad-ready" user interface from SAP, sales teams could access quality pictures of VEKA's UPVC window and door ranges and demonstrate them to customers in unprecedented detail. Orders could be captured in seconds and transmitted instantly for fulfillment.

Enhancing Marketing and Customer Service

VEKA's team of eight marketing staff members can now segment customers more quickly, personalize mailings in seconds, and plan targeted, coordinated campaigns using the marketing functionality of the SAP CRM rapid-deployment solution. Customers and prospects can subscribe to quarterly newsletters and receive updated product lists for the ranges they are interested in.

VEKA is planning to deploy the service functionality of the solution to its contact center teams. This will help the company increase agent productivity, improve first-call resolution rates, and boost customer satisfaction while reducing the cost of service. "We are already experiencing fewer calls to our support staff, as sales teams are so much better informed and marketing activities are directly relevant to each customer's needs," says Sauerland.

Delivering Rapid Time to Revenue

After only 8 months and with a total of only 60 users, VEKA is already seeing significant benefits from the SAP CRM rapid-deployment solution. The company is on track to see a return on its investment one year after transition to live operations. During the next two years, access will be extended to all of VEKA's operations. The solution's ease of use means that sales, rather than IT teams, will spearhead global rollout, which will greatly reduce consultancy costs. "The SAP CRM rapid-deployment solution is helping us to turn customer-driven growth into profitable reality," says Sauerland.

UNIORG

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