



## GRAINGER CHINA

### BUILDING A FLEXIBLE PLATFORM FOR EXPANSION

Grainger China LLC is a Shanghai, China-based subsidiary of a U.S. FORTUNE 500 company that is a world-leading supplier of facilities maintenance products, with much of its sales coming via the Internet. Grainger China chose SAP® solutions and services to meet short- and long-term IT needs after its founding in 2006.

#### QUICK FACTS

##### Company

- Name: Grainger China LLC
- Location: Shanghai, China
- Industry: Industrial machinery and components
- Products and services: Industrial machinery and products for maintenance, repair, and operations
- Revenue: Around €7 million for Grainger China in 2007; €7 billion worldwide for parent company, W. W. Grainger Inc.
- Employees: 300
- Web site: [www.grainger.com.cn](http://www.grainger.com.cn)
- Implementation partner: SAP® Consulting

##### Project Objectives

- Improve integration across departments and with external organizations
- Achieve a successful installation while meeting tight schedule and budget requirements

##### Key Challenges

- Implement the SAP Customer Relationship Management application and the SAP ERP application together
- Gain a flexible platform and functionality to satisfy business-to-business customer needs and corporate requirements

##### SAP Solutions and Services

- SAP Customer Relationship Management
- SAP ERP
- ASAP Focus methodology
- SAP Consulting services

##### Why SAP Solutions and Services

- Integrated and stable solutions to meet wide range of Grainger China's business needs
- Strategic choice of parent company, W. W. Grainger Inc., based on prior successful experience with SAP software
- Ability of SAP Consulting to provide strong project management and business process knowledge, thereby reducing implementation risks

##### Implementation Highlights

- Completed in 24 weeks using ASAP Focus methodology
- Met budget and schedule goals
- Experienced minimal risk and disruption to operations

##### Key Benefits

- Establishment of stable and flexible IT infrastructure
- Well-designed framework for marketing and sales activity management, enabling a personalized approach for different business and industry customers
- Ability to track sales processes completely
- Strong support for management and control of business processes in the value chain

“Our successful implementation of SAP ERP and SAP CRM will drive operational efficiency, enable us to better serve customers, and provide a solid foundation for Grainger China’s expansion.”

**Lucia Zeng**, Implementation Project Manager,  
Grainger China LLC



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