



## RASSELSTEIN

# SAP® CRM HELPS TINPLATE MAKER INCREASE SALES AND SERVICE EFFICIENCY

### QUICK FACTS

“SAP CRM has not only accelerated and optimized our market-facing processes; it has also raised transparency to a new level by giving us a 360-degree view of the customer.”

#### Martin Denker

Head of SAP Application Development  
Rasselstein GmbH

#### Company

- Name: Rasselstein GmbH
- Location: Andernach, Germany
- Industry: Mill products – primary metals
- Products and services: Tinplate
- Revenue: €1.21 billion
- Employees: 2,400
- Web site: [www.rasselstein.com](http://www.rasselstein.com)
- Implementation partner: SAP® Consulting

#### Challenges and Opportunities

- Increase the efficiency of sales and service
- Process complaints in a portal-based solution
- Provide standardized customer information throughout the company

#### Objective

Replace legacy systems for customer relationship management with a modern platform

#### SAP Solution and Services

SAP Customer Relationship Management (SAP CRM) application

#### Implementation Highlights

- Implemented the project in several stages
- Focused on complaints management in stage 1
- Implemented quickly and effectively, on time and within budget

#### Why SAP

- Strategic partnership
- Straightforward integration with existing infrastructure
- Future-proof solution

#### Benefits

- Shortened response and lead times in processing complaints
- Gained greater transparency thanks to a 360-degree view of the customer
- Increased productivity through simplifying and standardizing customer-facing processes
- Improved efficiency through integrated processes in service- and sales-related task areas

#### Existing Environment

- SAP ERP application
- SAP NetWeaver® technology platform including the SAP NetWeaver Portal component and the SAP NetWeaver Business Intelligence component

#### Third-Party Integration

- Database: Oracle
- Hardware: IBM
- Operating system: AIX

**Rasselstein**  
Ein Unternehmen von ThyssenKrupp Steel



Consumers all over the world are familiar with tinplate in the form of beverage cans and food packaging. But tinplate, which derives its name from the white layer of tin that is applied to sheet steel during an electrolytic process, is also an important material for the chemical, automobile, and construction industries. Rasselstein GmbH manufactured 1.5 million tons of tinplate in the fiscal year 2006–2007 and generated revenues of €1.21 billion, making the ThyssenKrupp Steel AG subsidiary the third-largest tinplate producer in Europe. The company, based in Andernach near Koblenz in western Germany, has customers all over the world, exporting 70% of its products to more than 80 countries.

### Primary Focus: Manage Customer Relationships Effectively

For Rasselstein, maximum product quality is the key to gaining and keeping the trust of its customers all over the world. These high quality standards are reflected in the way in which the company manages its customer relationships. Between the autumn of 2006 and the summer of 2007, Rasselstein worked through a multistage project to move IT support for its customer relationship management (CRM) onto a new platform.

The software for the project was delivered by SAP, a strategic IT partner of Rasselstein since 1997 and thus the first choice for the optimization project. Martin Denker, head of SAP application development at Rasselstein, described the project objectives as follows: “We

wanted to use modern IT technologies to make further productivity gains and to optimize our customer relationships at the same time.”

In the autumn of 2006, Rasselstein began adding the SAP® Customer Relationship Management (SAP CRM) application to its already extensive SAP landscape, replacing outdated legacy systems. The chief drawback of the legacy systems was that they consisted of stand-alone applications for sales and service, which prevented the company from obtaining a standardized data view of its customers.

The integration of SAP CRM with the SAP NetWeaver® technology platform provides the desired consistent view of customer information across the business. SAP NetWeaver unifies technology components into a single plat-

form, allowing organizations to reduce IT complexity and obtain more business value from their IT investments. It provides the best way to integrate all systems running SAP or non-SAP software.

SAP NetWeaver also helps organizations align IT with their business. With SAP NetWeaver, organizations can compose and enhance business applications rapidly using enterprise services. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to evolve their current IT landscapes into a strategic environment that drives business change.

The business change Rasselstein focused on in its CRM project was optimizing complaints processing as well as achieving integrated IT support for sales and service. Denker and his team completed the first stage of the project in March 2007, when Rasselstein went live with a portal-based solution for managing complaints.

### Portal-Based Complaints Processing

“Effective complaints management gives you a chance to keep your customers happy by responding quickly and efficiently to their complaints, and it enables you to cut your process costs at the same time,” explains Denker. Rasselstein is ensuring that it does both by using an SAP-based complaints management system based



“We now have a better overview and more precise figures to work with: the direct link with other SAP applications also contributes to that.”

**Martin Denker**

Head of SAP Application Development  
Rasselstein GmbH

on the SAP NetWeaver Portal component. The system enables all the departments and employees involved in complaints processing to access complaints-relevant data and processes whenever they need to.

A workflow tailored to Rasselstein's requirements ensures a seamless flow of information and also controls and monitors the functional interaction of all the people involved in processing com-

plaints. And that includes the customer, who receives a workflow-triggered complaint confirmation and is thus reassured that “Rasselstein is doing something about it.” Because doing something about it always requires effort and expense, Rasselstein is delighted that SAP CRM provides significantly greater transparency in this area. “We now have a better overview and more precise figures to work with: the direct link with other SAP applications also contributes to that,” says Denker. This applies both to the connection to the SAP ERP application for the processing of credit notes and returns and to the direct flow of CRM data into business intelligence solutions for evaluation and analysis.

“Effective complaints management gives you a chance to keep your customers happy by responding quickly and efficiently to their complaints, and it enables you to cut your process costs at the same time.”

**Martin Denker**, Head of SAP Application Development, Rasselstein GmbH

### The Next Stage: Boosting Sales Efficiency

The second stage of the CRM optimization initiative at Rasselstein began in March 2007. The focus of the second stage was on boosting the company's sales efficiency and increasing integration in service and sales to improve customer service and support and cut process costs. A structured visit-report system replaced handwritten notes.

Standardized quotations took the place of individually designed Microsoft Word documents. The objectives were clear, and they matched the company's overall drive toward greater efficiency and economy.

### Goals Achieved with Expert Assistance

SAP Consulting provided expert support in both stages of the project. According to Denker, the main reasons for Rasselstein's choice of SAP Consulting as an implementation partner were its “SAP-oriented expertise and its many years of experience.” The SAP consultants demonstrated this experience at a workshop held during the decision

phase of the project. They showed, as Denker reports, “a good ability to identify with our processes.” And the results of their joint efforts with Rasselstein's own experts are impressive, as the project was completed on time and within the budget.

### SAP: Delivering IT-Powered Business Innovation

As the world's leading provider of business software, SAP delivers products and services that help accelerate business innovation for our customers. We believe that doing so will unleash growth and create significant new value – for our customers, SAP, and ultimately, entire industries and the economy at large. Today, more than 46,100 customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations.

50 090 489 (08/07)

©2008 by SAP AG

All rights reserved. SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.