



DELAVAL

PREBUILT ENTERPRISE SERVICES PLUG INTO WEB SHOP AS CUSTOMER COCKPIT

QUICK FACTS

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Jens Ruffer, Manager of Business Analysis in Information Services, DeLaval Services GmbH

Company

- Name: DeLaval International AB
- Location: Tumba, Sweden
- Industry: Industrial machinery and components
- Products and services: Milking machines and systems
- Revenue: €800 million
- Employees: 4,500
- Web site: www.delaval.com
- Implementation partner: SAP® Consulting

Challenges and Opportunities

- Handle increasing online orders while maintaining short lead times and good customer support
- Provide dealers with personalized information on Web
- Try out enterprise services, with aim toward more enterprise service-oriented architecture (enterprise SOA) rollouts

Objectives

- Rapidly customize and attach enterprise services to e-commerce site
- Enable customers to easily access data via self-service

SAP Solutions and Services

- SAP ERP application, including a customer fact sheet, which is an enterprise services bundle
- SAP E-Commerce application

Implementation Highlights

- Rolled out prebuilt enterprise services in 20 days
- Simulated interface in workshop
- Maintained close link with development

Why SAP

- Availability of prepackaged enterprise services bundle for rapid rollout
- Tight integration with SAP E-Commerce

Benefits

- Accelerated dealer access to delivery dates and order status
- Reduced workload for internal staff
- Provided reusable enterprise services bundle
- Validated enterprise SOA for further implementations

Existing Environment

- Non-SAP enterprise resource planning (United States and Canada)
- SAP online store functionality - the predecessor to the SAP E-Commerce application (Europe)

Third-Party Integration

- Database: Oracle
- Hardware: HP
- Operating system: Linux



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DeLaval International AB – which sells milk production and animal husbandry systems through dealers – made its first foray into enterprise services with its Web shop. The company used the customer fact sheet – which is an enterprise services bundle available in an enhancement package for the SAP® ERP application – to provide dealers with online information that is viewable through a personalized cockpit.

The SAP Consulting organization helped DeLaval tailor and implement a user interface – in only 20 days – for the prebuilt business logic and data calls. The Web shop is powered by the SAP E-Commerce application; the customer fact sheet is accessed via a *My Data* tab. Dealers can click on the tab to view personalized screens that deliver information drawn from the SAP enterprise resource planning (ERP) software.

online data instead of sending out printed end-of-month statements,” says Jens Ruffer, manager of business analysis in information services at DeLaval Services GmbH, the company’s IT group in Glinde, Germany. “This moves us from a ‘push’ to a ‘pull’ environment, where people get information when they want it. And it reduces workload and costs – dealer self-service eliminates the internal

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The information includes their order and delivery data, account statements, and open and cleared items lists. The user screens combine and display the data from ERP functional areas such as financials, materials management, and sales and distribution – in effect, shielding the dealers from the applications but delivering the rich, targeted content they require.

“Our intent was to give our dealers better service by providing them with

administrative effort required to compile and issue the statements.”

DeLaval rolled out the enterprise services bundle as part of its SAP ERP and SAP E-Commerce implementations in England, the United States, and Canada. Along with the applications, the company got the SAP NetWeaver® technology platform, the underpinning for all SAP solutions. SAP NetWeaver is also the cornerstone for enterprise

service-oriented architecture (enterprise SOA), which allows DeLaval to compose and enhance new business applications rapidly.

“The newest release of SAP ERP delivers the foundation for service-oriented business functions,” Ruffer says. “This will enable us to combine functions and business processes more innovatively and more quickly in the future.”

SAP Delivers Ready-to-Deploy Products

Along with enterprise SOA, SAP delivers ready-to-deploy and reusable enterprise services. The customer fact sheet integrates more than 40 enterprise services into a reusable template. This template enables users to share information about a customer, update that information in back-end systems, and analyze the data for sales tracking. The prepackaged bundle gives DeLaval instant access to all customer-related data – regardless of whether that information resides in SAP or non-SAP back-end business applications or databases.

Tumba, Sweden-based DeLaval plans to reuse the enterprise services for its internal and external sales force. That’s a natural fit, since the operations and business objects in the bundle enable users to see customer master data, credit information, last orders and back orders, open quotations, delivery delays, and customer analyses. All this information can be presented in one place, in whatever order and combination best meets DeLaval’s needs.



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With a single access point, front- and back-office sales personnel will no longer have to navigate multiple systems, applications, drop-down menus, and screens to collect data. Typically, sales reps search several systems to prepare for a call; with the enterprise services they will be able to familiarize themselves with the customer more easily. Customer service representatives face the same challenge and will appreciate a cockpit that enables ready access to master data and order, delivery, and service information.

District sales managers will get a similarly consolidated and streamlined view. Through SAP NetWeaver-enabled integration between SAP ERP, the SAP NetWeaver Business Intelligence component, and DeLaval's non-SAP customer relationship management system, they can quickly view order fulfillment rates, financials, incoming order values, distribution channel trends, sales histories and forecasts, and analyses of the installed customer base.

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SAP Consulting Meets a Deadline

DeLaval chose SAP Consulting to help it get the enterprise services bundle up and running quickly. “We began with a workshop to simulate how the interface would look and which screens would be selected,” Ruffer says. “We then ‘deselected’ what we did not need, because the customer fact sheet delivers a lot of services.”

DeLaval picked 20 of the services, selecting fields that ensured the dealers could access necessary data but not privileged information such as credit blocks or another customer's details. The next step was to develop the screens that delivered what the company wanted to show the dealers.

DeLaval was pleased with the support. “SAP Consulting was extremely helpful,” Ruffer says. “The consultants were experienced and had an excellent attitude. We could have used other consultancy organizations, but we would not have made the deadline.”

SAP Consulting has a close link to the SAP development team and can quickly get other people onboard if someone is sick or on holiday. It was definitely worth the money we invested. We will certainly work with SAP Consulting again.”

E-Commerce Site Keeps Pace As Customers Migrate to the Web

SAP Consulting was also DeLaval's partner for the SAP E-Commerce rollout. The project was piloted in England for proof of concept and then rolled out to some 500 users in North America. Some 170 dealers currently use the Web shop powered by SAP E-Commerce and the customer fact sheet. DeLaval will next install the new Web shop – with enterprise services – across Europe, bringing 1,200 dealers online. The rollout will cover (among other countries) Sweden, Norway, Finland, Germany, Austria, Switzerland, Poland, Belgium, Netherlands, Ireland, France, and Italy.

“Our business challenge was to manage the increasing amount of orders coming over the Internet while maintaining short lead times and good customer support,” Ruffer says.

“Our objective was to replace existing Web shops and order centers running on different applications and technologies with SAP E-Commerce, adding the customer fact sheet to enhance the customer experience.”

DeLaval evaluated both SAP and another vendor before selecting SAP E-Commerce. “The other solution was more complex, more costly, and presented us with an unacceptable deadline risk – the estimated development times were at least twice as long as with SAP E-Commerce,” Ruffer says.

SAP E-Commerce Delivers More at Less Risk

That's a risk DeLaval, the market leader, could not take. DeLaval has more than 120 years in the industry and operates in over 100 markets. The company sells half of all milking equipment purchased worldwide.

"The online market is a very important segment for DeLaval," Ruffer says. "In order to support our online operations, it was imperative for IT to provide the business with an easy-to-use and easy-to-deploy Web shop solution. SAP E-Commerce provided a better fit for our business requirements. It is built on – and is consistent with – our SAP software landscape, and we knew we could count on SAP Consulting as a trusted advisor."

The Web shop includes catalog and content creation and management functions for the company's 24,000 articles. The SAP E-Commerce-based online store automatically calculates pricing and discounts for each individual dealer. It has a powerful search function and enables users to "tune" search for optimized results. DeLaval can also analyze user behavior on the site.

DeLaval's dealers are able to upload articles and quantity data into the Web shop from their own ERP system. They can get delivery dates, as well as follow order logistics through a link to the freight forwarder's tracking system.

The Future Is Enterprise SOA

DeLaval views the customer fact sheet – and its integration with the SAP E-Commerce Web shop – as a "lighthouse" project for the use of enterprise SOA across its business. The company is working on prototypes for further enterprise SOA initiatives. These will include establishing a direct online link to end customers – the farmers that use DeLaval's equipment – and providing dealers with the capability to monitor assets for service planning.

For DeLaval, the customer fact sheet provides a platform of reusable services that can help it solve new challenges by consolidating the customer and order information that is distributed across many systems and processes. The ready-to-deploy fact sheet can accomplish this across different business scenarios through configuration changes. This highlights the advantage of enterprise SOA and out-of-the-box enterprise services.

"Enterprise services enable us to leverage our investment in SAP and non-SAP solutions and deliver enhanced customer service. We can now create processes across systems in a smart and user-friendly way," says Ruffer, who then concludes, "The new version of SAP ERP delivers the foundation for service-oriented business functions."

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