

SAP Customer Success Story Telecommunications – Communications Equipment, Services, and Systems



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Frank Elton, Manager of Product Support Systems, Andrew Corporation

AT A GLANCE

Summary

Andrew Corporation, headquartered in Westchester, Ill., implemented the mySAP™ Customer Relationship Management (mySAP CRM) solution to unify the forecasts of all its salespeople so that executives can make corporate-wide plans and sales projections. Many benefits are already in hand, and Andrew has aggressive plans for more in the future.

Web Site

www.andrew.com

Key Challenges

- Improve forecasting accuracy
- Share information across business units
- Provide executives with a global view of the sales pipeline
- Increase sales-force productivity through automation of routine tasks
- Retain vital customer knowledge when salespeople leave the company

Project Objectives

- Replace multiple disjointed customer-tracking systems with a single, corporate-wide solution
- Solve immediate forecasting problems now, while building a foundation for continuous improvement over time

Solutions and Services

- SAP® R/3® software, functionality now found in the mySAP ERP solution
- mySAP CRM
- SAP Consulting services

Why SAP Solutions and Services

- Tight integration with SAP solution already in place to run the business
- All functionality required to satisfy objectives
- 10 years of positive experiences with SAP products and services
- Strength and solidity of SAP products and services

Implementation Highlights

- Global rollout in May 2005
- Outstanding acceptance levels from users

Key Benefits

- All forecasting done through mySAP CRM, resulting in accurate and dependable global sales projections
- Forecasting methodologies standardized regionally across business units, moving toward single, global standard for the entire company
- Customer information retained after sales-force turnover
- Foundation established for continuous sales-process improvement

Implementation Partners

- Deloitte Consulting
- The Principal Consulting

Existing Environment

Multiple, disparate sales-tracking systems

Database

Oracle

Hardware

Hewlett-Packard

Operating System

Linux

ANDREW

mySAP™ CRM Unifies Customer Tracking and Sales Pipelines After Communications-Equipment Leader Makes Multiple Acquisitions

As a leading supplier of communications equipment, services, and systems, it is not that unusual for a global company like Andrew Corporation, headquartered in Westchester, Ill., to have its communications challenges. Following eight recent acquisitions, those challenges mounted with each added company. Andrew, which employs 11,000 people worldwide and generates annual revenues of \$1.84 billion, found itself with disparate customer-tracking systems that were unable to communicate and lacking a global purview of the sales pipeline. Ultimately, the company came to the conclusion that what they needed was a global customer relationship management (CRM) solution from SAP.

Not surprisingly, having a trustworthy overall forecast proved tricky, as the company struggled to aggregate sales projections from all the new sectors. Senior executives needed a better overview of the sales pipeline to make informed decisions. There were few collaboration aids in place for the sales force, and no automated way to preserve salespeople’s account knowledge when they left the company. In short, Andrew needed a single, modern CRM solution for all of sales. Long a user of SAP® solutions to run the company, Andrew had no difficulty choosing the right basis and selected the mySAP™ Customer Relationship Management (mySAP CRM) solution.

Tight Integration Tops the List of Reasons for Choosing mySAP CRM

“Many of our plans, such as automating the entire order-to-cash process, called for tight integration between the new CRM system and our overall SAP solution,” explains Frank Elton, manager of product support systems at Andrew. “We’ve had consistently excellent experiences with SAP products over the

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years, which gave us confidence that mySAP CRM was up to the same quality standards. It supports mobile sales, which is important to a company like ours with a globally dispersed sales force often in locations where broadband access is not as ubiquitous as in the United States. In fact, it has everything we need.”

The SAP Consulting Organization Helps Keep Project on Track

Knowing that challenges lay ahead, Andrew began the project in summer of 2004, with Deloitte Consulting as its implementation partner. Andrew and Deloitte managed to clear many of the obstacles on their own. But some of the most difficult remained late in the year, and so they called in the SAP Consulting organization to help. “SAP Consulting really came through for us,” says Elton. “They identified some necessary skills we were lacking, especially in the online and mobile areas and in business-process best practices, and pointed us to an excellent source of those skills, The Principal Consulting. Then they worked hand in hand with all of us until we were nicely on track again.”

As the May 2005 global rollout neared, the team adopted a “train the trainers” approach by enlisting superusers from around the company. Having the superusers involved early on in the planning and implementation was important, according to Kelly Blackmore, sales training manager at Andrew, because they were a cross-functional group who could help shape the solution’s capabilities based on the real-world needs of the respective areas within Andrew. By launch time, the geographically dispersed superusers were ready to conduct first-level user training and play an important role in providing ongoing support as well. “We’re a global company, and it’s nice to have someone who knows the software, which may be in China, and who speaks the language and can provide support without someone having to wait or perhaps be worried about a language barrier,” says Blackmore.

Benefits Abound, with Many More to Come

Already Andrew has accomplished its most urgent goals. With all of sales using mySAP CRM for their projections, top management has a dependable global view of the pipeline to make the right decisions and confident, surprise-free projections.

“mySAP CRM has also helped us improve our forecasting processes by identifying gaps and errors in what we’d been doing,” reports Elton. “We’ve found that we were tracking some of the wrong sales-process details but ignoring others that are quite important. We’ve also obtained a global view of our multinational customers, which is helping everyone who calls on those customers to collaborate better. In addition, we’re better equipped to avoid losing momentum with a customer when a salesperson leaves us, now that the system keeps track of all the vital information.”

Important as these benefits are, they are just the beginning. Andrew has many plans in place to take even further advantage of the powers of mySAP CRM. “A lot of people would look at everything we’ve accomplished and say we’ve done a great job,” says Elton in closing. “But the way I see it, we’ve made a great start.”