

## SAP Customer Success Story



At **Deutscher Sparkassen Verlag (DSV)**, SAP Systems Integration AG (SAP SI) played a vital role in enhancing the group's sales and distribution activities – and helping it improve customer relations. How? By successfully integrating mySAP™ Customer Relationship Management and software from the SAP for Media portfolio of industry-specific applications into the company's SAP® R/3® System.

Unternehmens  
G r u p p e  
**DSV**  
Deutscher Sparkassen Verlag  
AM Agentur für Kommunikation  
Deutsche Sparkassen Datendienste  
EPC Electronic Payment Cards  
CARD Service  
DSV Club-Service  
B+S Card Service  
ANTHROS  
ConVia  
DSV Logistik  
Unternehmen der  
Finanzgruppe



## DEUTSCHER SPARKASSEN VERLAG

### BACKED BY SAP SI, DSV IMPROVES CUSTOMER RELATIONS AND SALES AND DISTRIBUTION PROCESSES

Customers want to be looked after. Like many other publishing companies, Deutscher Sparkassen Verlag (DSV) understands the benefits of being able to meet customers' requirements. The DSV group, which is a partner in the Sparkassen-Finanzgruppe (the German Savings-Banks organization, which is the largest credit institution in Europe), offers an extensive range of products and services to these financial institutions. With a goal of increasing contribution margins and sales, while at the same time reducing costs, DSV engaged SAP Systems Integration AG (SAP SI) to implement mySAP™ Customer Relationship Management (mySAP CRM), along with SAP® software from the SAP for Media portfolio of solutions and services.

DSV needed an IT solution that would enable it to map standardized sales- and distribution-related processes to make them more transparent and efficient. The lack of a uniform system for maintaining business-partner and market data proved to be a considerable hindrance. Data relating to contact persons was stored in various applications, resulting in redundant information. "By implementing mySAP CRM, we hoped to improve the efficiency of our distribution channels and make our cross-selling processes more effective, so that we can increase our sales potential," says Thomas Weiss, managing director of DSV.

### IMPROVED CUSTOMER RETENTION

Until recently, Deutscher Sparkassen Verlag was still using around 60 different customer databases. Now, with the integrated SAP solution, DSV can ensure that all employees and managers in

sales and distribution have access to all the data they need to keep customers happy. SAP SI helped make this possible. Today, more than 200 users access the system.

### **CONVINCING CONCEPT**

DSV chose SAP SI as its implementation partner for one main reason: the consulting company had developed a more convincing concept than any other supplier, guaranteeing the successful integration of mySAP CRM and software from the SAP for Media portfolio into the company's SAP R/3® System environment.

SAP SI implemented the CRM solution in several stages. First, it helped DSV to go live with mySAP CRM capabilities for business-partner management at the end of January 2002. Then, in just three months SAP SI completed a release upgrade to mySAP CRM 3.0. mySAP CRM activity-management capabilities went live in mid-June 2002.

### **SPECIAL COMBINATION OF CONSULTING AND DEVELOPMENT**

At the same time, SAP SI helped DSV implement software from the SAP for Media portfolio. This industry-specific solution went live at the beginning of January 2002. DSV further developed the media solution in cooperation with SAP SI, which provided a special mix of consulting and development services.

Today, the corporate group uses the media solution to manage subscriptions for its 350-plus different print products, including titles such as "Die SparkassenZeitung," "Börsenberater," "Geld-Profi," and "Außenwirtschaft." DSV uses this application to manage around 120,000 subscription contracts.

### **THE NEED FOR MIDDLEWARE KNOW-HOW**

The task of integrating the CRM system into the SAP industry-specific solution posed some challenges, which drew on SAP SI's middleware know-how. SAP SI needed to ensure that DSV employees would have access to data from both applications. In addition, data from the CRM system and the media solution

had to be merged into DSV's SAP Business Information Warehouse (SAP BW) to enable extensive analyses.

Furthermore, SAP SI connected the company's existing Lotus Notes application to mySAP CRM. Selected data and information from the CRM system – such as upcoming appointments – can now be transferred and displayed to the work-group software automatically. Even users who do not work with the CRM system on a regular basis always have up-to-the-minute information.

Using the solution, DSV can now map its customer relations across several levels. For example, the CRM solution allows contact persons to effectively collaborate with other employees throughout the company. Savings bank staff can easily and simultaneously access information from a branch manager and a committee member of a savings bank association.

In short, the solution implemented by SAP SI ensures streamlined communications and integrated customer-related processes. "Thanks to SAP SI, we now have the foundations for customer relationship management that extends across all applications," confirms Weiss.

### **BUSINESS-PARTNER MANAGEMENT**

The business divisions media and card systems were the first departments to work with the new solution. At that time, DSV made plans to implement mySAP CRM campaign-management functionality by January 2004, before continuing its rollout of mySAP CRM to other enterprise areas and divisions.

The DSV group also plans to use mySAP CRM for tasks such as quotations, orders, and complaints management.

DSV felt completely satisfied with the implementation, and in particular praised the support offered by SAP SI. "The SAP SI consultants did a great job in implementing the project, working flexibly and competently," says Barbara Verrel-Aulehla, CRM project manager at DSV.