

SAP Customer Success Story Service Provider



“mySAP ERP totally fulfills our expectations. Not only does it meet our current needs in a very efficient manner, but it also offers the scalability and flexibility we need to support future growth.”

Paolo Righetti, Managing Director, Grandi Numeri

AT A GLANCE

Summary

Grandi Numeri s.r.l. is one of the fastest-growing full-service marketing research companies in Italy, specializing in managing projects for major international and Italian companies. This €7 million company implemented the mySAP™ ERP solution to keep its competitive edge – well into the future.

Web Site

www.grandinumeri.it

Key Challenges

- Improve communication and collaboration company-wide
- Streamline processes related to information gathering, analysis, and distribution

Project Objective

Implement new IT solution to help company cope with growth and an increasing amount of data

Solutions and Services

mySAP ERP

Why SAP® Solution

- Support for future growth
- Easy integration with both SAP® and non-SAP software

Implementation Highlight

Rapid implementation of 2½ months

Key Benefits

- Increased user productivity, thanks to automated and streamlined processes
- Greater ability to react to changes throughout the organization
- Improved communication and collaboration company-wide
- Reduced order cycle times
- Greater business insight and support for growth

Implementation Partner

Tangerine Consulting, an SAP partner

Database

Microsoft SQL

Hardware

HP

Operating System

Microsoft Windows

GRANDI NUMERI

mySAP™ ERP Provides Integration, Insight, and Efficiency to Support and Stimulate Company Growth

“mySAP ERP has made us a healthier company,” says Domenico Mottura, SAP project lead at Grandi Numeri s.r.l., summarizing the benefits of the company’s SAP® implementation. And today, the mySAP™ ERP solution supports the company as it continues on a path of stellar growth.

Grandi Numeri is actually one of the fastest-growing full-service marketing research companies in Italy, specializing in managing projects for major international and Italian companies. Founded in 1990, Grandi Numeri is now part of one the largest marketing organizations in the world: the French multinational group SR.Teleperformance. With 2004 revenues of €7 million, Grandi Numeri employs 40 full-time professionals, more than 500 telephone interviewers, and has a nationwide network of more than 400 face-to-face interviewers.

Needed: More Efficient Processes

As a result of an aggressive strategy to provide the highest quality of market research in a cost-effective manner, Grandi Numeri experienced an impressive two-digit growth over the last few years.

Consequently, the company found it more and more of a challenge to keep pace with its growth and the resulting increase in data. Before it implemented the SAP software for enterprise resource planning (ERP), Grandi Numeri was using a number of different, nonintegrated systems. “We were working with various applications, such as [Microsoft] Excel files and Access database files, and all our processes related to data capturing and analysis were tedious, sometimes even manual,” says Mottura.

These deficiencies resulted in uninformed decision making, nonoptimal use of administrative resources, and a constant lack of flexibility, especially in the accounting department. To defend and further extend its market share, Grandi Numeri realized it needed an IT solution that would enable a transparent view of operations across all departments and provide comprehensive support for strategic business decisions.

mySAP ERP: Outperforming the Competition

Grandi Numeri found its answer in mySAP ERP. “We did not evaluate any other alternatives,” remembers Mottura. “From the beginning, it was clear to us that mySAP ERP was the only system with a worldwide reputation for superior integration, premium support, a broad functional scope, and the capability to support our growth now and in the future.”

As the world’s leading ERP solution, mySAP ERP was a safe choice for Grandi Numeri. Company managers were especially impressed by its real-time capabilities and support for comprehensive business insight. Other reasons the company chose mySAP ERP: its ability to easily integrate with other solutions – from SAP as well as from other vendors – and its flexibility, which ensures that the software can be quickly adapted as the company expands.

Fast Implementation

For the mySAP ERP implementation, Grandi Numeri teamed up with Rome-based SAP partner Tangerine Consulting. After a thorough analysis of Grandi Numeri’s needs and requirements, the implementation team rolled out mySAP ERP capabilities for finance and accounting, administration, sales, and project management. The team, which also provided training for future users, had the solution up and running for 10 employees within only two-and-one-half months.

Mottura was very satisfied with the surprisingly quick and uncomplicated implementation as well as the support provided by the SAP partner. He also mentions that the implementation team was able to transfer data to the new system without any disruptions to daily operations.

Impressive Benefits

Once the software went live, Grandi Numeri experienced an enhanced flow of information throughout the organization. Company users gained a single, integrated source of information, which improved communication and collaboration between departments.

With mySAP ERP, the company now enjoys automated capabilities that enable users to easily gather, analyze, and distribute information. This has resulted in impressive efficiency gains and user productivity, thanks in large part to the elimination of time-consuming and manual processes. The resources freed up by the implementation of mySAP ERP can now be used to strengthen Grandi Numeri’s competitive position.

The company has also realized benefits in its daily operations. For example, it has managed to reduce order cycles and reaction times to customer inquiries. With mySAP ERP in place, company employees can access information more quickly and efficiently than before.

Grandi Numeri’s management now takes advantage of mySAP ERP’s superior analytical and reporting capabilities. With access to complete, reliable, timely, and integrated information, decision makers can get a clear view of the business, enabling them to make fast, quality decisions.

A Strategic Backbone for Strengthening Market Position

“Our internal processes are automated, integrated, and more efficient, and internal communications have improved, which enables us to concentrate on our business goals,” says Mottura. In fact, the company reports increased customer satisfaction and retention due to its improved ability to meet deadlines. And with better business insight delivered by mySAP ERP, Grandi Numeri can further differentiate from its competition and strengthen its market position. Increased flexibility enables it to react to market changes quickly, while stimulating growth.

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Domenico Mottura, Project Lead, Grandi Numeri

With mySAP ERP as the organization’s strategic backbone and platform, Paolo Righetti, managing director of Grandi Numeri, feels very well prepared for the future. “mySAP ERP totally fulfills our expectations. Not only does it meet our current needs in a very efficient manner, but it also offers the scalability and flexibility we need to support future growth,” he says.

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