



in 2005 no fewer than four different customer databases rolled out at four sites. It was extremely hard to manage these effectively and the company had no overview on which data was up to date and which was not."

"A positive experience with SAP made it easy for us to choose SAP as a CRM supplier for our most recent IT challenge," continues Willem Van Overmeiren. When Promatic decided to integrate its customer databases into the existing SAP platform, the SAP Sales Express solution was the answer. Actemium brought in SAP partner Ordina for the implementation of the SAP Sales Express solution. As it turned out, a new milestone was reached: this was to be the first implementation of SAP Sales Express in the Belux region.

The Promatic management also chose the SAP CRM solution because of its great transparency and its wide array of useful functionalities. A decision that was admired by the Vinci Group when it acquired Promatic in mid-2006: the world leader was impressed at how the well-archived financial and sales data contributed to the fast handling of the due diligence procedure. Promatic's in-house knowledge of SAP was very useful to modify its SAP reporting in accordance with the Vinci guidelines.

#### **Dedicated partners**

Sven De Leeuw, CRM Competence Leader of Ordina Belgium: "SAP Sales Express solution supports key sales processes, such as account and contact management, activity management, opportunity management, campaign management, sales reporting etc. It uses the same proven technology as SAP CRM, building upon SAP's many years of experience in sales organizations around the world." As the package comes preconfigured and ready to install, it is very easy to adapt it to a specific business environment and easy to integrate within an existing SAP ERP solution. Consequently, a SAP Sales Express implementation can be finished rapidly, at an affordable price.

"As is always the case with a first-off implementation, there were some challenges to face. But every Ordina and SAP consultant was so committed and dedicated that they turned the project into a major success," says Van Overmeiren. SAP Sales Express went live after only three months, which resulted in a quick changeover from the legacy applications.

#### **Benefits, both now and in the future**

Once the implementation was complete, Actemium could immediately enjoy the benefits of SAP Sales Express. Van Overmeiren: "Our sales force efficiency has increased dramatically: we can now target the right accounts, increase win rates, and turn more business opportunities into revenue. Our sales people are accurately informed and can now provide personalized services that meet our customers' needs. What is more, SAP Sales Express is powered by the SAP NetWeaver platform, which offers high-level adaptability and integration possibilities. And when Actemium Belgium grows, we can easily extend the solution with SAP CRM functionality, so that we're sure to meet not only today's but tomorrow's needs as well. In short: SAP Sales Express is definitely a nice shot in the arm, making it easier for us to achieve our ambitious growth targets."



THE BEST-RUN BUSINESSES RUN SAP