

Pirelli: Driving Better Sales Performance with Mobile Solutions and Expert Support from SAP



Company

Pirelli & C.S.p.A.

Headquarters

Milan, Italy

Industry, products, and services

Automotive – tire manufacturing

Revenue

€6.01 billion

Web site

www.pirelli.com

SAP® solutions

SAP® Enterprise Support offerings, SAP Enterprise Support Advisory Council, SAP Retail Execution mobile app, SAP Afaria® mobile device management solution, SAP Mobile Platform

Accelerating the pace of innovation

In the hypercompetitive world of auto and motorcycle racing, innovation is the key to staying on top. As a company, Pirelli has always taken this lesson to heart, even when it comes to managing business operations. This is why Pirelli has worked with SAP for more than 20 years to **streamline core business processes and make innovation happen** at the place it matters most – where the rubber meets the road.

You depress the clutch and head into a sharp bend in the road at 180 mph. As you downshift, the engine slows, but the lateral force slingshots you out of the apex of the curve with a pull exceeding 4 g. In seconds, you regain top speed, but there's another bend up ahead, another racer bearing down from behind, and now it's beginning to rain. For most drivers, it's time to start worrying – but not for you. Because you're driving on Pirellis.

For some of us, it's fantasy. For others, an exciting spectator sport. But for the real drivers braving iconic courses at Monaco, Monza, or Silverstone, Formula 1 racing is serious business. And the tires they place their faith in the most are made by Pirelli & C.S.p.A.

Founded more than 140 years ago, Pirelli is one of the world's leading manufacturers of high-end, high-performance tires. Its name is synonymous with the best the racing and automotive worlds have to offer, from Formula 1 and the Superbike World Championship to Porsche and Lamborghini.



Introduction

Vision

Why SAP

Solution and services

Benefits

A new formula for success

A culture of success, a desire to make more customers happy, or perhaps it's just the same competitive spirit that fuels the drivers that love Pirelli tires. Call it what you will, but Pirelli works ceaselessly to stay on top. This is why the company runs 22 tire factories throughout the world and maintains operations in more than 160 countries.

To help keep its edge, Pirelli first started working with SAP in 1993, implementing core software now known as the SAP® ERP application. It also runs the SAP Customer Relationship Management (SAP CRM) application – and more recently has tackled the Big Data challenge with in-memory computing supported by the SAP HANA® platform.

But in a competitive global economy, there's always another challenge around the bend – and like a finely tuned pit crew, Pirelli likes to move quickly. Thus, when salespeople in Germany started to notice productivity challenges, the company marshaled its resources to address the issue. Up to that point, salespeople worked mostly on their laptops. To keep pace with the competition, they needed mobile access through their tablets and the ability to do more work even when a connection is unavailable.

Pirelli's ambition was big. The company wanted to revamp its sales system globally, eventually rolling out to Brazil, Italy, Spain, America, and Australia. To help execute, it worked with SAP Enterprise Support Advisory Council.

“We needed a mobile sales solution to better support our salespeople in the field. SAP had the technology and the support we needed to follow through.”

Antonio Ambrosio; Head of Web, Intranet, and CRM platforms; Pirelli & C.S.p.A.



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Vision

Why SAP

Solution and services

Benefits

Gaining position with SAP Enterprise Support

SAP Enterprise Support Advisory Council pairs customers with SAP experts to co-innovate new services that help companies innovate better with SAP technology. Customers can participate in a range of focus areas that concentrate on issues such as SAP HANA platform development, cloud innovation, or real-time analytics. With a desire to build a new mobile sales solution, Pirelli chose the enterprise mobility focus area.

Antonio Ambrosio is head of Web, Intranet, and CRM platforms at Pirelli. Working with SAP experts in the advisory council, Ambrosio and his team quickly decided to implement the SAP Retail Execution mobile app for Android devices connected to SAP CRM on the back end. They also decided to implement SAP Mobile Platform and the SAP Afaria® mobile device management solution.

Through the advisory council, Pirelli was able to serve as an early adopter of SAP Retail Execution, which at the time was mainly available for iOS devices. SAP experts helped kick off the engagement with an individualized project road map. To master best practices for deployment, monitoring, and operations, Pirelli used expert-guided implementation sessions. It also used continuous quality check (CQC) services to ensure steady progress, plus support services for going live to safeguard the project rollout. Throughout the engagement, Pirelli provided input and feedback that has helped SAP improve SAP Retail Execution and fine-tune service offerings for enterprise mobility. "It was a win-win," says Ambrosio. "SAP helped us immensely, and we helped in return. It's what co-innovation is all about."



Introduction

Vision

Why SAP

Solution and services

Benefits

Putting the sales force in the driver's seat

With SAP Retail Execution up and running, Pirelli salespeople now have a solution that helps them do their jobs far more effectively. Users can plan and execute visits – and access the history of previous visits and orders – to stay on top of customer needs. They can also perform surveys and audits to monitor key areas and measure success. Even when there is no connection available on-site, salespeople can view promotions and campaigns to help close more deals and capture information to help serve customers better in the future. Moving forward, the company plans to roll out functionality for taking orders, managing returns, and executing service requests as well.

Because the solution is connected to Pirelli's on-premise implementation of SAP CRM, the company can analyze point-of-sale data collected by its people in the field. This makes for vastly more dynamic marketing opportunities aided by the bidirectional flow of information. For example, Pirelli can identify trends in certain regions and then respond with targeted offerings and promotions that help the company fend off competitors and maintain market share.

The app now serves 60 users in Germany. On the basis of successes so far, Pirelli has plans to extend the rollout to 85 users in Brazil and 70 in Italy in coming months. When the rollout is final, the app will serve more than 600 users worldwide.

“Throughout the project, SAP Enterprise Support played a critical role. The service and support helped us complete the project faster and at far less cost.”

Antonio Ambrosio; Head of Web, Intranet, and CRM platforms; Pirelli & C.S.p.A.



Introduction

Vision

Why SAP

Solution and services

Benefits

A winning partnership

Pirelli believes that SAP Enterprise Support played a critical role in ensuring a smooth implementation experience. “SAP experts were always at our disposal,” says Ambrosio. “This helped us to complete the project on time and within budget.”

This comes as little surprise to Luca Urban, head of enterprise solutions at Pirelli. As the company’s main point of contact for SAP Enterprise Support services, he knows their value. Recently, Urban used CQC services from SAP Enterprise Support to ensure a smooth upgrade project for Pirelli’s global SAP ERP application. Pirelli also participated in the custom code management campaign through SAP Enterprise Support – which helps companies better

manage homegrown custom code to increase standardization and more effectively take advantage of new innovations coming out of SAP. Such collaboration helped Pirelli earn the SAP Customer Center of Expertise award – in both 2012 and 2013.

Pirelli’s use of SAP Retail Execution stands as an example of the advantages of working with SAP Enterprise Support. By harnessing new mobile technology from SAP, Pirelli successfully addressed its sales challenges in Germany. “For the first time,” says Ambrosio, “our salespeople have a comprehensive tool for planning their days, managing their activities, and tracking their performance.” The result for Pirelli has been dramatically improved sales-force efficiency and better customer experiences.

“I look at our experience with SAP Enterprise Support as a true partnership. It’s SAP’s way of demonstrating that it is deeply committed to our success.”

Luca Urban, Head of Enterprise Solutions, Pirelli & C.S.p.A.



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