

The background of the slide is a photograph of a traffic jam on a multi-lane highway. The cars are viewed from a low angle, showing their rear ends and taillights. The scene is slightly blurred, suggesting a sense of movement and congestion. A semi-transparent white box is overlaid on the center of the image, containing the main title.

OTE Group: Going Mobile with SAP® Enterprise Support

Company

OTE Group of Companies

Headquarters

Muscat, Oman

Industry, products, and services

Automotive – distribution, sales, and service

Web site

www.otegroup.com

SAP® solutions and services

SAP® Enterprise Support offering, SAP Afaria® mobile device management solution, SAP Mobile Platform

Partner

SAP Active Global Support organization

A tradition of customer service

A warm smile when you walk through the door. A showroom to remember. A wide selection of cars from which to choose. The right price when you find the car that's right for you. And when it comes to aftersales service, the attention you get says there's no customer that's more important than you. This is the kind of **excellence in customer service** that the OTE Group of Companies in Oman strives to achieve every day, and this is why the company runs SAP® software.

OTE Group is the leading distributor, seller, and service provider for automobiles in the Sultanate of Oman. With a proud tradition of outstanding customer service, the company is renowned for going the extra mile and doing whatever it takes to make customers happy.

"It's a people business," says Dileep Somani, CIO at OTE Group. "We're face-to-face with the customer, making commitments, and doing what we can to deliver in a way that keeps customers coming back."

To best meet evolving customer expectations, OTE puts a premium on innovation. OTE's SAP software landscape enables the company to implement new solutions that capitalize on emerging technologies. Take, for example, enterprise mobility. In a part of the world where consumers have swiftly adopted mobile technology in their personal lives, OTE wanted to go mobile itself. To make the transition, it relied on the SAP Enterprise Support offering delivered by the SAP Active Global Support organization.



Introduction

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Why SAP

Solutions and services

Benefits

Calling for enterprise mobility

Interactions with customers at OTE have always been highly personal. Employees get to know the customers they serve – and this is something that OTE never wants to change. But when it comes to the processes that support these interactions, OTE saw room for improvement.

Traditionally, the company ran on paper-based processes. Sales agreements were signed and stored in file cabinets. Service details were recorded on paper forms, a collection of which constituted the service record. To enhance the customer experience, OTE wanted to reduce its paper dependency. The goal was to streamline processes by putting relevant details at the fingertips of employees when and where they needed them most. By more efficiently capturing information and enabling instant access to it, OTE aimed to increase turnaround times, improve sales performance, and streamline aftersales service.

As part of this drive to automate business processes, the company implemented the SAP ERP application, which helps streamline core financial and HR processes. It also implemented the SAP Customer Relationship Management (SAP CRM) application to track customers more effectively and better manage interactions. But with this core software landscape in place, it wanted to extend its capabilities into the mobile realm.

To achieve this objective, OTE needed a robust mobile platform and the know-how to implement it. The company also wanted its relatively small IT group to fully understand the ins and outs of this platform so that it could more effectively develop applications on it well into the future. For this reason, keeping the implementation project in-house was critically important.



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A partnership for mutual advantage

As a long-time customer of SAP, OTE is well aware of the services offered as part of its SAP Enterprise Support agreement. It is also a consistent participant in the SAP Enterprise Support Advisory Council, a program developed by SAP to co-innovate new services that help customers take advantage of innovations coming out of SAP.

With an eye on developing its own mobile capabilities, OTE joined the enterprise mobility focus area within the advisory council. Through this focus area, the company learned about best practices for moving forward. Due to close collaboration with SAP experts, OTE was also able to communicate its specific challenges and provide constructive feedback regarding mobile-related solutions and services from SAP.

“It’s a real partnership,” says Somani, “an exchange of knowledge and experiences – the result of which is a set of service offerings that helps us accomplish our objectives.”

During its experience with the advisory council, OTE learned about two specific solutions from SAP. The first was the SAP Afaria® mobile device management solution for centralized control of all mobile devices (smartphones and tablets) and the apps that run on them. The second was SAP Mobile Platform for creating mobile apps that connect back-office business data to mobile devices. Based on this experience, OTE eventually felt confident enough to move forward with its enterprise mobility initiative.

“OTE looks at the SAP Enterprise Support Advisory Council as an ideal win-win situation. We help SAP by communicating what customers need on the ground. SAP helps us by developing services designed to meet those needs.”

Dileep Somani, CIO OTE Group of Companies



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Support and success

The services delivered by SAP focused on three areas: planning and evaluation, implementation and configuration, and operation and optimization. In the planning phase, SAP provided a wide range of learning materials such as articles and white papers. It also presented an overview of mobile solutions from SAP and helped OTE identify specific use cases.

For the implementation phase, SAP delivered hands-on demonstrations for installing and setting up all relevant software for OTE's mobile platform based on proven best practices. In addition, it provided guidance on how to develop and install custom mobile apps – and helped OTE minimize risk with continuous quality check services that enable a smooth implementation.

For the operations phase, SAP worked with OTE to eliminate performance bottlenecks, improve response times, and drive end-user acceptance.

OTE also performed an upgrade for which SAP provided early resource reliability checks, technical tuning recommendations, and proactive system monitoring with rapid response activities for unforeseen incidents.

Today, OTE is up and running with its mobile backbone – and has already developed two apps. One allows service representatives to create and track service orders for auto maintenance and repair directly from a mobile device. The other provides discount approvals to sales representatives negotiating auto prices with customers. While the platform took just four months to deploy, each of the mobile apps took just a matter of days.



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Months to implement
the mobile platform



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Increased productivity and self-sufficient IT

With its mobile platform in place and initial apps up and running, OTE is already seeing the benefits. Today, for example, service orders are completely digital. This has helped OTE reduce its dependency on paper, which has a positive impact on the environment. It has also increased productivity. Service representatives can meet the customer at the car and record all required service. They can also access the customer's transaction history, record mileage, track service progress, and obtain the customer's signature upon service completion.

"Our productivity helps streamline customer interactions," says Somani. "This in turn helps improve the customer experience – which is our overall objective."

The platform has been welcomed by IT as well. Despite a BYOD (bring your own device) culture at OTE, IT can monitor all the different devices running its apps. And it can develop and deploy apps quickly to meet employee demand.

IT's proficiency with managing the new mobile environment stems from its experience with the SAP Enterprise Support Advisory Council. "We received the services we needed to master enterprise mobility," says Somani. "From expert-guided implementations and meet-the-expert sessions to knowledge resources available through the SAP Enterprise Support Academy program, SAP Enterprise Support has helped us achieve our goals and become self-sufficient."

Moving forward, OTE is eager to develop more mobile apps. On the agenda currently is a presales app to better capture customer information and requirements, along with other apps designed to further improve the customer experience. Based on developments thus far, OTE expects to get a lot out of its investment.



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