

SAP Customer Success Story Professional Services



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Kurt Heckenberger, Fiducia IT AG

AT A GLANCE

Summary

Fiducia IT AG, based in Karlsruhe, Germany, is the largest IT service company for cooperative banks across Germany. The company decided to replace its heterogeneous customer service systems and chose the mySAP™ Customer Relationship Management (mySAP CRM) solution to provide seamless support for its business processes.

Web Site

www.fiducia.de

Key Challenges

- Boost sales
- Reduce costs
- Improve customer relationships
- Improve the quality of customer data

Project Objectives

- Deploy an integrated software environment
- Eliminate manual interfaces between processes and systems
- Provide consistent customer service
- Introduce structured product management

Solution and Services

- mySAP CRM, with business information warehouse functionality
- SAP® Consulting organization for implementation support

Why SAP Solution

- Long-standing positive relationship with SAP
- Integration of customer relationship management sales processes with existing SAP enterprise resource planning (ERP) software
- Leading-edge SAP technology

Implementation Highlights

- Deployment of a user interface for managing and using product data
- Complex, large-scale implementation project delivered on schedule, within budget
- Synergies resulting from integrated SAP environment

Key Benefits

- Unified, well-structured, enterprise-wide view of customer information
- Alignment of lead generation and opportunity management processes
- Faster processing of proposals
- Enterprise-wide standardization of sales reporting

Implementation Partners

ORGA GmbH, antagon AG, and SAP Consulting

Existing Environment

SAP ERP software, SAP NetWeaver® Portal component, and mySAP ERP Human Capital Management solution

Database

Informix 9.30

Hardware

IBM p650

Operating System

UNIX/IBM AIX 5.1

FIDUCIA IT

IT Services Company Banks on Power of mySAP™ Customer Relationship Management

Fiducia IT AG, headquartered in Karlsruhe, Germany, is one of the leading German IT services companies and competence centers for about 850 cooperative banks. It is the kind of enterprise that is always among the first to implement innovative internal technology solutions. Being up-to-date with technological developments made it possible for the company to generate revenues of €703 million in 2004 and provide superior expertise and services to its own customers, including the many local banks of the German Volks- und Raiffeisenbanken cooperative consumer banking network. In order to better manage its customer relations, Fiducia IT decided to invest in a comprehensive customer relationship management (CRM) solution.

“Customer orientation is an important pillar in Fiducia IT’s business model. Our business processes are strictly oriented on customer needs. However, in the past we had a heterogeneous IT environment for CRM, which involved our using a number of manual processes and different media,” reports Kurt Heckenberger at Fiducia IT. “Our business processes were not sufficiently supported by our legacy applications. So we decided to go for an entirely new CRM solution.”

To guarantee a uniform, groupwide view of customer data, improve the quality of that data, reduce costs, and in the end increase revenue, Fiducia IT decided to invest in the mySAP™ Customer Relationship Management solution. The goal of this step was to build customer-oriented business processes from start to finish.

Closed-Loop Processes Through Integrated Systems

Fiducia IT already used many SAP® applications and favored mySAP CRM as an ideal match for its existing SAP software environment. The comprehensive solution chosen by Fiducia IT covers the entire range of the company's customer-facing processes, including content management, opportunity management, customer development planning, and product management, as well as analytics and reporting.

The overall CRM project, in close co-operation with ORGA GmbH, a subsidiary of FIDUCIA IT, and antagon AG, was subdivided into six phases, beginning with the implementation of the business partner functionality and mapping customer master data under the leadership of ORGA GmbH, a wholly owned subsidiary of Fiducia IT. The subsequent stages, comprising the order processing, product management, sales management, and reporting components and processes, were all directed by Fiducia IT and executed by external technical consultants. The SAP Consulting organization, which provided advisory assistance throughout the CRM project, took charge of the final stage, implementing a special Web-based user interface for product management based on the SAP NetWeaver® Portal component. ORGA GmbH was actively involved in all stages of this ambitious project, customizing and extending the standard solution to match the specific requirements of Fiducia IT.

Fiducia IT now operates a tightly integrated software environment, consisting of SAP enterprise resource planning software, mySAP CRM, business information warehouse functionality for analytics and reporting, and SAP NetWeaver Portal. This comprehensive system seamlessly supports the company's entire range of business processes and, through its wealth of functionalities, creates additional synergies.

Better Customer Information Heightens Customer Satisfaction

"We now have a consistent, well-structured, enterprise-wide view of customer information," says Heckenberger. Each of his sales representatives can access the same complete set of data on each customer, allowing consistent, personalized customer service across all channels of interaction. Customer information updates are immediately effective and visible at all points of

"We have achieved closed-loop processes that begin and end with the customer. This was one of our key objectives."

Kurt Heckenberger, Fiducia IT AG

contact. Lead generation and opportunity management processes have been aligned, enabling sales experts to proceed seamlessly through the stages of the customer management cycle and follow up each opportunity based on customer attributes. Eliminating manual interfaces between various process steps has accelerated the processing cycles, and proposals for specific customers can now be prepared much faster.

By dramatically improving all aspects of its customer management as well as its responsiveness to customer needs, Fiducia IT has become a true "customer-centric enterprise," a fact that has strengthened customer satisfaction. "We have achieved closed-loop processes that begin and end with the customer," Heckenberger confirms. "This was one of our key objectives."

Standardized Reporting Delivers Better Insight

Deployed at the same time as the mySAP CRM solution, SAP business information warehouse functionality has revolutionized business reporting at Fiducia IT. Standardized sales reporting across the entire enterprise means sales representatives have access to consistent, comprehensive, up-to-date information for preparing customer calls. Managers and executives can view sales information at any level of resolution and make better-informed decisions. mySAP CRM has become a strategic tool not only for the entire sales organization but also for the corporate leadership.

New User Interface for Structured Product Management

Another important improvement resulting from the integrated SAP enterprise resource planning software and CRM environment is the enablement of a full range of product management processes that benefit from features of both SAP solutions. All product data is now captured and maintained systematically in a single, structured system. By allowing sales representatives to view the entire catalog of available product and service offerings at once instead of having to search several disparate systems, this new product data management system has empowered the Fiducia IT sales force to respond quickly to customer needs and boost sales.

To provide sales experts with a user-friendly tool for maintaining and using product data, Fiducia IT is currently implementing a new Web-based user interface referred to as “people-centric.” This interface, one of the innovative features of mySAP CRM, allows the processes and product data delivered by the SAP business information warehouse software and mySAP CRM to be accessed based on user roles. Each user can arrange all applications, features, and data pertaining to his or her role within a single workspace. Having all relevant information – and nothing else – readily available at a glance, without having to switch between applications, will dramatically improve efficiency. Fiducia IT has completed its pilot implementation with very encouraging results.

The scope of the mySAP CRM project at Fiducia IT is remarkable, involving nearly all components of the mySAP CRM solution. But Heckenberger was never concerned about the magnitude and complexity of this task. “We are very satisfied with the progress of our project,” he affirms. “We are 90% live right now, we are right on schedule, all of our goals have been met, and we didn’t exceed our budget. Our corporate executives have confirmed it – the challenge has been met!”

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