

SAP Customer Success Story Retail – Sporting Goods



“By using SAP Mobile Sales with mySAP CRM, we realized a number of improvements – from important business-process optimization to a faster information flow.”

Thomas Danner, Head of IT and Communications, INTERSPORT Deutschland eG

AT A GLANCE

Summary

When sports goods supplier INTERSPORT Deutschland eG set about improving the efficiency and productivity of its mobile sales force, the company – based in Heilbronn, Germany – turned to its trusted IT partner SAP for solutions. To help realize its goals, INTERSPORT implemented the SAP® Mobile Sales application and the mySAP™ Customer Relationship Management (mySAP CRM) solution.

Web Site

www.intersport.com

Key Challenges

- Improve efficiency and productivity of the mobile sales force
- Find best-fit solution that integrates with existing IT environment

Project Objective

Working within a tight budget, implement SAP Mobile Sales and mySAP CRM to optimize communications processes and improve the quality of data for the company's mobile sales force

Solutions and Services

- SAP Mobile Sales
- mySAP CRM

Why SAP Solutions

- Integrated easily with company's existing SAP IT landscape
- Met company's key demands

Implementation Highlights

- Rapid preparation of a prototype using SAP Mobile Sales and mySAP CRM
- Short project duration

Key Benefits

- Relevant, high-quality information available to INTERSPORT employees in the field – meeting their diverse demands more quickly
- Faster communications between field sales managers and headquarters

Implementation Partner

Steeb Anwendungssysteme GmbH

Existing Environment

SAP for Retail solution portfolio

Database

IBM DB2 for AS/400

Hardware

Toshiba laptops

Operating System

IBM AS/400

INTERSPORT

Sports Retail Buying Group Improves Mobile Sales by Implementing SAP® Solutions

“For us,” says Thomas Danner, head of IT and communications at INTERSPORT Deutschland eG, based in Heilbronn, Germany, “information technology is a great asset and a flexible instrument for regularly improving what we already have.” With this in mind, the company set about improving the efficiency and productivity of its mobile sales force. Eager to find a solution that integrated well with its existing SAP IT landscape, INTERSPORT turned again to SAP® software for the best way to address its challenges. To realize its goals, the company implemented the SAP Mobile Sales application and the mySAP™ Customer Relationship Management (mySAP CRM) solution.

For many years, customers have recognized the INTERSPORT brand as a seal of quality. The sporting goods buying group supplies affiliated stores in over 32 countries around the world with exclusive brands like Etirel, Techno Pro, McKinley, and Pro Touch. With 1,300 members operating more than 1,700 specialized shops, INTERSPORT is the largest midsize buying group in the European sports retail market.

Seamless Application Integration

INTERSPORT has already optimized much of its business using SAP solutions for the retail industry and data warehousing. The company is committed to end-to-end business processes and the use of integrated systems – with all the advantages this approach brings.

SAP Mobile Sales and mySAP CRM fit so well into INTERSPORT's existing system landscape and presented such potential for additional increases in productivity that the company had no reservations about implementing the two solutions. "SAP Mobile Sales met our demands practically to a tee," says Danner.

INTERSPORT's primary objective was to provide regional managers with all the information they needed – with capabilities like activity management and member administration – to effectively manage their time in the field. Sporting goods retailers enjoy trust and a close working relationship with the company's regional managers. These managers function as cooperative partners and consultants,

"SAP Mobile Sales met our demands practically to a tee."

Thomas Danner, Head of IT and Communications,
INTERSPORT Deutschland eG

actively supporting the group's members in all business matters. The mySAP CRM solution enabled regional managers to capture competitive intelligence gathered during retailer interactions and instantly share this information with the entire INTERSPORT mobile sales force.

INTERSPORT had additional requirements in connection with its implementation of SAP Mobile Sales and mySAP CRM: coupling the system with Microsoft Outlook and enabling the use of various mobile devices. For example, the company wanted a solution that supports the use of laptop computers by regional managers in their daily work in the field. The company also wanted a system that is easy to use.



Short Project, Excellent Results

All in all, the project took around five months. "Considering our requirements, it was quite an achievement. We're completely satisfied. SAP software reseller Steeb, who we've worked with since 1974, constantly proved to be a competent and reliable partner," says Danner.

The project started immediately after a short blueprint phase. A quickly designed prototype created a foundation for the subsequent project work. Even at this early stage, the prototype provided nearly all of the functions INTERSPORT required for mobile sales.

Additional core steps involved in the project included implementation of the prototype, data transfer and extraction from the SAP retail solution and INTERSPORT's CRM legacy system, and integration with the data warehouse solution.

Ideal Data Access for Mobile Sales Force

"By using SAP Mobile Sales with mySAP CRM, we realized a number of improvements – from important business-process optimization to a faster information flow," says Danner. In particular, this means faster response time between field managers working in INTERSPORT's mobile sales force and the company's headquarters in Heilbronn.

INTERSPORT's 15 regional managers make good use of SAP Mobile Sales on their laptops and PDAs – managing member contact details, organizing appointments, creating visit reports, accessing accounting data, and managing promotional events and training courses. Their information is kept up-to-date by means of data synchronization.

Additionally, INTERSPORT's headquarters receives and processes data from its mobile sales force more quickly, thus benefiting from information that is more up-to-date. The company is pleased with the results, and the strength of the SAP solutions has again proven to INTERSPORT that SAP is a resourceful and reliable IT partner.

