

## SAP Customer Success Profile Mill Products – Steel, Railway, Automotive, and Profilform Products



**voestalpine**  
ONE STEP AHEAD.

## VOESTALPINE

voestalpine AG – head-  
quartered in Linz, Austria  
– has production and sales  
locations in 36 countries.  
With some 23,700 employees,  
voestalpine accompanies  
its customers everywhere  
– including into new growth  
markets. The company's  
4 divisions – steel, railway  
systems, automotive, and  
Profilform – all occupy top  
positions in their respective  
markets.

### AT A GLANCE

#### Company

- Name: voestalpine AG
- Location: Linz, Austria
- Industry: Mill products
- Products and services: Steel, railway, automotive,  
and Profilform products
- Revenue: €6.5 billion
- Employees: 23,700
- Web site: [www.voestalpine.com](http://www.voestalpine.com)

#### Challenge and Opportunity

Improve groupware integration using the mySAP™ Customer Relationship Management (mySAP CRM) application

#### Objective

Ensure smooth and successful project go-live

#### SAP® Solution and Services

- mySAP CRM
- SAP® Active Global Support organization
- SAP Consulting

#### Implementation Highlights

- Quick identification of key issues
- Joint customer approach that integrated SAP applications across various departments
- Close cooperation with the SAP development group to match customer requirements with specific product upgrades

#### Why SAP

- In-depth, firsthand knowledge of mySAP CRM
- Overall coordination of SAP applications

#### Benefits

- Fast problem resolution
- Significant savings of time and money by avoiding friction loss
- Numerous benefits through knowledge transfer from SAP support specialists

#### Existing Environment

mySAP CRM; SAP R/3® software (functionality now found in the mySAP ERP application)

#### Third-Party Integration

- Database: Oracle
- Hardware: Hewlett-Packard
- Operating system: Microsoft Windows

**“The outstanding expertise  
of the support specialists,  
who closely cooperated  
with the experts from SAP  
Consulting and the SAP  
development group,  
helped us identify and  
address all the issues so  
that we could solve them  
all on time.”**

Dr. Hans-Peter Heschik,  
Head of Marketing, voestalpine  
Informationstechnologie GmbH

[www.sap.com/contactsap](http://www.sap.com/contactsap)

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