

SAP Customer Success Story

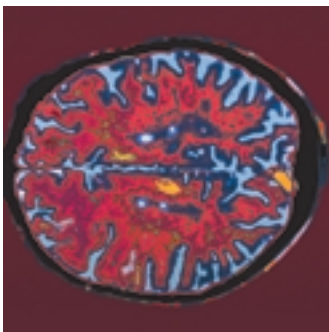


SAP Business Information Warehouse (SAP BW), the data warehouse in the mySAP Business Intelligence solution, has enabled **Schering Deutschland GmbH** to significantly improve the quality of information available to its sales team. Field sales staff now have access to the very latest information on sales and costs so that they are well equipped to strengthen the position of **Schering** products on the market.

USER FRIENDLINESS, HIGH-QUALITY CONTENT AND FAST RESPONSE TIMES WITH mySAP BUSINESS INTELLIGENCE

Schering Deutschland GmbH, which is based in Berlin-Charlottenburg, is the German sales company of Schering AG. This international research-based pharmaceuticals group, with 150 subsidiaries and affiliates, and more than 24,500 employees, achieved sales of almost €4.5 billion in the year 2000. Schering's main business focuses are fertility control and hormone therapy, diagnostics and radiopharmaceuticals, dermatology and therapeutics. In the year 2000, the German sales division – with 326 employees, 132 of whom work in field sales – achieved sales of € 271 million.

SCHERING



INFORMATION ON CUSTOMERS AND PRODUCTS

Within the European region (which, from an organizational point of view, also includes Africa, Australia and New Zealand), Germany is the most important market – but it is also a market with very aggressive competition. If the company is to stand firm in the face of this competition, its field sales staff must be able to access up-to-date consistent information on customers and products so that they can answer questions such as:

- What quantity of a specific product did a specific customer purchase? When? At what price?
- How high are the marketing and sales costs for a product?
- How successful is a specific field sales engineer in relation to his or her colleagues?

“Our sales team has to be kept informed about the latest sales volumes for specific products and the sales revenues from specific customers,” explains Martin Büttner, head of IT at Schering Deutschland GmbH, “otherwise, it would not be possible to hold successful sales negotiations.” When it comes to direct sales, an important part of Schering’s business, the field sales team need more than just a breakdown of product sales volumes by region (RPM data) to help them prepare for business visits to physicians. In the case of indirect sales, the company had to ensure that data which was distributed among a large number of systems could be integrated and presented in a standardized way.

CONSISTENT KEY FIGURES

The existing system used for managing field sales data at Schering Deutschland was simply not able to cope with these demands. Reporting, for example, really just involved sending lists. All in all, a great deal of time and effort was required to get any sort of overview. For this reason, the company set out to collect all relevant data in a single data warehouse since this would mean that it would be possible to generate consolidated, consistent

data. Another goal was to simplify and expand the reporting procedures available so that no additional costs would be incurred in the future by having to develop special reports or analyses.

EASY TO MAINTAIN REGIONAL STRUCTURES

In order to decide which solution to implement, an assessment catalog was compiled – both IT experts at Schering Deutschland GmbH as well as in-house and field staff who would be using the new system were involved in this process. “During the selection phase, it became clear that SAP BW offered clear advantages, especially when it came to maintaining hierarchical structures,” explains Andreas Captuller, head of system development at Schering Deutschland GmbH. It was much easier to define, store and change regional structures – an issue that was very important to the company’s sales team – in SAP BW than in other products. Furthermore, since Schering uses the SAP R/3® System to process its business transactions, it was easier to draw up the data model.

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FOUR-PHASE PROJECT PROVES A SUCCESS

The SAP BW project kicked off in October 1999. “The project was successful because we set ourselves clear-cut, achievable

goals," says Captuller. The project was divided up into four three-month phases so that all those involved could see the fruits of their labors as project milestones. The first phase involved integrating external RPM data. In the second phase, sales volume, sales revenue and customer data from the SAP R/3 System were integrated. The integration of the field sales control system was achieved in the third phase, followed by a further consolidation of the RPM sales data ("nano bricks") in the final phase.

SAP BW 2.0A went live in October 2000, and the solution was upgraded successfully to Release 2.0B in January 2001. At present, 180 in-house and field sales staff use the system, which collects master data, sales data, and data on professional visits on a daily basis. Furthermore, around one million sales items and some ten million external data records with the appropriate product/sales contact information are also imported into SAP BW every year.

WEB REPORTING AND INDIVIDUALIZED VIEWS

Now that the new solution has gone live, field sales staff can call up reports and analyses from their laptops. They dial in via an ISDN connection and, with the help of Web Reporting, can use their Internet browser to download the information they need. The standard reports are very flexible – this means that users can generate individual views of data, which are made even clearer by the targeted use of graphics. Only the power users in the sales controlling departments use MS Excel as their reporting interface so that it is easier and quicker for them to run their own detailed analyses in the environment with which they are familiar. Yet another advantage is that very little training is required – since the user interface is standardized and intuitive, a one-day training session is sufficient.

FAST REPORTING

"We placed great emphasis on system performance, since this is crucial in determining whether or not the solution is accepted by those using it," explains system manager Michael Klatte. The system is configured in such a way that all reports and analyses appear on the user's screen in just a few seconds. "Our fields sales staff now have a system that is easy to use, provides high-quality information, and boasts fast response times," concludes Klatte. Andreas Captuller adds, "SAP BW is a first step toward a universal, transparent product-based and customer-based profitability analysis."

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PILOT PROJECT COULD BE THE FIRST OF MANY

Since implementing SAP BW, the Schering sales team in Germany now has access to a consistent, up-to-date data pool providing valuable information that can be used as a basis for making decisions. The SAP BW project in Germany was a pilot project for the international Schering group. Now that it has been completed, other companies in the group have expressed an interest in implementing the same solution. SAP BW will play a key role in the strategic IT policy pursued by Schering Deutschland GmbH in the years to come.

