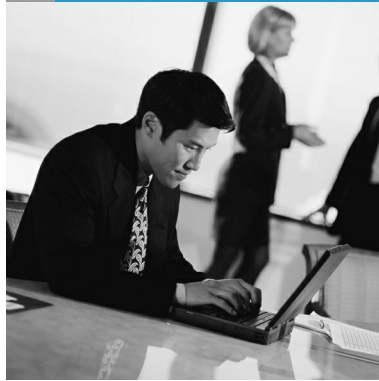


SAP Customer Success Story



Melitta® turns coffee into a taste sensation and mySAP Enterprise Portal turns knowledge management into profit.

With SAP's enterprise portal solution, **Melitta's** employees have central, role-based access to all applications, information, and services. Fundamental to the company's requirements is the efficient retrieval of information that can be used as a decision-making and analytical tool for all aspects of its daily operations.



mySAP™ ENTERPRISE PORTAL AT MELITTA

INCREASED PROFITABILITY AND EFFICIENCY THROUGH GLOBAL COLLABORATION

The Melitta group's success story began in 1908, when Melitta Bentz, a homemaker from Dresden, revolutionized coffee making with the aid of a brass pot and a paper filter. With this method, which was patented in 1937, the Melitta family founded a company whose business is gourmet coffee and tea products. Moreover, its philosophy is to strive for freshness and taste and a better living environment. Its brand name products include Melitta®, Toppits®, Swirl®, Aclimat®, and Cilia®. Today, the Melitta group generates 55% of its overall sales of approximately €1.10 billion (about \$1.1 billion) with products related to coffee-making, such as coffee and filter papers, as well as coffee making machines for home use and for the catering industry. The company's production locations include Minden, Berlin, Bremen and Chezy (France). It also has sites in Brazil and the United States. Its key markets are Europe, North America, Brazil, and Japan. Melitta has a global workforce of around 3,800.

CREATING A SUCCESSFUL FUTURE

The affirmed goals of the Melitta group are to create brand name goods, launch innovative products, and expand its partnership with the retail industry. New products, speedy and simple business processes, and customized forms of distribution are required to deliver a range of high-quality products to meet today's changed consumer habits. The success of these goals

relies heavily on swift and systematic supply of information. “We require flexible organizational structures and high-impact IT systems that are integrated across the company,” says Dr. Frank Deges, head of new media and overall project manager for the M-Portal.

Up to now, information was obtained using traditional paper-based methods, which have been costly to support and distribute. When the company decided to implement an enterprise portal for employees in the autumn of 2001, it chose mySAP™ Enterprise Portal. Known internally as the M-Portal, mySAP Enterprise Portal is part of Melitta’s drive to overhaul its technology and organizations across the entire company.

“All employees across our company benefit from the synergies of knowledge transfer and have the latest information at their disposal.”

Dr. Frank Deges,
head of new media and overall project manager for the M-Portal

“The decision to choose mySAP Enterprise Portal was based on its first-class, full-scale functionality and smooth integration into the existing IT environment in our subsidiaries and divisions,” explains Alfred Henne, implementation project manager and senior consultant at is-4, Melitta’s external IT services provider. As a provider for development and operations, is-4 ensures continual, cost-effective support for the portal. Moreover, the is-4 and SAP implementation teams’ expertise guarantees that future development and integration will be efficient. “The installation of mySAP Enterprise Portal is the continuation of a highly productive cooperation with SAP,” adds Henne. “The mutual successes we’ve enjoyed in the past will bring additional benefits to the project.”

ACCEPTANCE WAS CRUCIAL TO THE IMPLEMENTATION’S SUCCESS

Managers and directors in the company’s main subsidiaries were actively involved in this challenging project from the outset. As a result, there were high approval ratings for the enterprise portal by both employees and top-level managers once it was launched. Melitta’s philosophy is to involve its staff in decisions that will affect their work. To support this thinking, a steering committee meets every six months to make important decisions on investments, concepts, and project plans. “The inclusion of top-level management was a major factor of [the portal’s] success, especially in a decentralized organizational structure such as ours. All those involved had the opportunity to contribute their ideas and insights at an early stage. We discussed alternative solutions in detail and constantly integrate new applications and services in the enterprise portal,” says Dr. Deges, highlighting the reasons for the portal’s successful implementation. Knowing that this would be a secure investment was also a determining factor. “An enterprise portal has to inspire users. We constantly have to listen to their experiences and use their feedback as a springboard for new ideas.”

Melitta opted for mySAP Enterprise Portal with an integrated content management system and comprehensive search engine. The portal also features a single sign-on function for each user that allows fast, personalized access using a Web browser. One of the most daunting challenges of the implementation was integrating Melitta’s highly complex, heterogeneous system landscape. This did not pose a problem since mySAP Enterprise Portal ensured central access to critical enterprise resource planning and business warehouse applications, documents, and services. The Melitta portal is based on SAP® Web Application Server and supports Microsoft® Windows® 2000, Microsoft® SQL, Internet Information Server (IIS) and LDAP Directories, as well as the Microsoft® Internet Explorer.

mySAP Enterprise Portal also provides Melitta employees with dynamic, role-specific applications and predefined portal contents known as iViews. iViews enable each employee to access document directories, discussion forums, and search queries. iViews also provide employees with a personalized user interface featuring links to relevant information and services.

GLOBAL CROSS-COMPANY COOPERATION

The operational launch of mySAP Enterprise Portal in June of 2002 heralded a new future for global cooperation at Melitta. Initially, pilot users from five subsidiaries began working with the portal, with priority given to cross-company project groups. The users included staff from the public relations and controlling departments, as well as three pilot users from the workers' council.

“Thanks to mySAP Enterprise Portal, we have succeeded in streamlining our business processes and increasing productivity and value added. Ultimately it's our customers who benefit from our faster delivery times and improved support.”

Dr. Frank Deges, head of new media and overall project manager for the M-Portal

The pilot phase went well. “Initial feedback showed that transaction routes were much more direct. Now, our employees have a high-speed tool for retrieving information,” says Guido Peitsmeier, head of contents and budget for the project.

BENEFITS ACROSS THE COMPANY

Everyday examples testify to the increased efficiencies that mySAP Enterprise Portal has provided. In controlling, top-level managers and directors can now access quarterly and perform-

ance reports with one click. As a result, the need for costly printing and distribution and for paper-based filing of reports has been eliminated. Moreover, information is more up-to-date.

Marketing users have quick and easy access to current advertising campaigns, product catalogs and descriptions, logos, marketing presentations, market research findings, and the company's brand manual. The improvement seen is that all relevant marketing information is available online. The public relations department, which is responsible for news from the group and the divisions, has replaced paper-based circulars and notice board memos with online publications. These are regularly updated and internal communication has been optimized.

Research and development users can track the history of a project online – from the first sketched draft to the latest status. Authorized employees control coordination, communication, and handling processes in a highly efficient and secure manner. Partial, redundant developments caused by a lack of coordination are avoided. Consequently, there has been a significant increase in the efficiency and transparency of projects throughout the group.

Melitta customers are also benefiting. mySAP Enterprise Portal supports internal workflows with unstructured contents. A workflow comprising all the areas involved in the processing chain can be initiated for processing, tracking, and documenting complaints. The portal automatically notifies the relevant employees by e-mail when they have a specific task to complete. The benefit is swift, performance-based processing.

ENHANCING GLOBAL COLLABORATION

Melitta recognized that good communication throughout its global enterprise was key to its continued success. With mySAP Enterprise Portal supporting virtual project teams, time zones and vast distances no longer constitute a barrier to enterprise-wide collaboration. For example, employees from Germany and

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the United States can more easily work together on redesigning product packaging or coordinating advertising activities. Meetings are held in a virtual project room. Participants all have the latest knowledge at their disposal and work on the same documents. Redundant work is avoided. In addition, news-groups and chat rooms offer designated users a broad platform for exchanging expert information. The duration of projects has been reduced significantly, as have travel and processing costs. Additionally, mySAP Enterprise Portal gives Melitta employees added mobility. Whether at their workstations or on the road, they can use mySAP Enterprise Portal to access their MS Office applications and call up their e-mail.

“With the pioneering portal technology from mySAP Enterprise Portal, we’re on a fast track towards global knowledge management,” says Dr. Deges. “All employees across our company benefit from the synergies of knowledge transfer and have the latest information at their disposal.”

INCREASED PROFITABILITY AND EFFICIENCY

Electronic transfer of information across the globe presents multiple benefits for employees in their daily work. Worldwide, they can access the information channels assigned to their role. Labor-intensive research and long, drawn-out processes for changing data sources are a thing of the past. Employees are no longer faced with a mountain of paperwork since manual processing is kept to a minimum. The result has been increased productivity and business value along with greatly improved quality of information.

“Thanks to mySAP Enterprise Portal, we have succeeded in streamlining our business processes and increasing productivity and business value,” says Dr. Deges. “Ultimately it’s our customers who benefit from our faster delivery times and improved support.”

AT A GLANCE

mySAP Enterprise Portal at Melitta

- Central, role-based access to existing ERP systems, databases, applications, and services
- Personalized, targeted information supply and distribution
- Global, enterprise-wide collaboration
- Faster flow of information across the company
- Increased productivity and business value through streamlined, efficient business processes

NEXT STEPS

“The enterprise portal provided us with a standardized user interface for applications, information, and services. By the final stage of development, the portal solution will be used by around 1,500 employees,” says Dr. Deges, indicating the company’s plans for 2003. “We fully intend to integrate other mySAP.com® solutions, above all supply chain management, customer relationship management, employee self-services, and data warehouse functions. We’re also going to use the enterprise portal to maintain our Internet sites. The integrated content management system is an efficient and consistent administrative tool that can be used for updating product catalogs, press releases, and databases that store our photographs and graphics.”

In the near term, the company also plans to open up the enterprise portal to business partners, customers, and vendors – thereby ensuring increased competitiveness and further capitalization of new market opportunities in e-business.