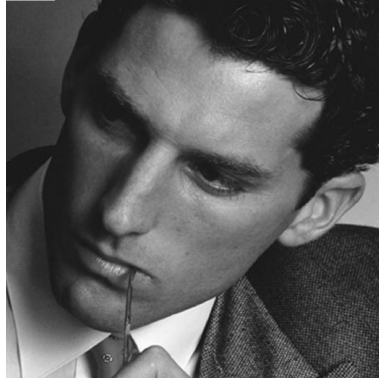


## SAP Customer Success Story



**Amadeus France, a subsidiary of Amadeus International, the world leader in global distribution systems, chose mySAP.com® to revamp its IT systems, manage its customer relationships with mySAP™ CRM, and support new processes designed in collaboration with Unilog. No area of its business escaped improvement.**

**amadeus**  
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en nouvelles technologies.



## **AMADEUS FRANCE: COHERENCE, QUALITY, AND FUTURE RHYME WITH SAP**

“In 1997, following the merger with Esterel, a company supplying travel agencies with IT solutions, our general management decided to first revamp our processes, then our IT systems,” says Thierry Vandame, IT manager at Amadeus France. Amadeus France is a joint subsidiary of Air France and Amadeus International, the world’s leading vendor of global distribution systems (GDS). It maintains a computerized travel product distribution and reservation system that is connected to over 140,000 workstations in 70 countries. The merger with Esterel was particularly critical because it added an infrastructure string to the Amadeus France services bow, which markets access to the Amadeus GDS in metropolitan France and overseas and provides training and support for customer agencies. “We were faced with the major challenge of linking up two completely different businesses,” says Vandame. “On one side, we had IT and telecoms specialists and, on the other, airline reservation people.”

### **UNILOG CHOSEN FOR ITS PRAGMATISM**

The first stage of the project involved analyzing processes by specialization and identifying development needs. "Following our call for tenders in mid-1997, we chose Unilog for its wide-ranging expertise, which covers consultancy, enterprise resource planning (ERP) implementation, applications integration, and tailor-made developments," says Vandame. "Its pragmatic approach and flexibility vis-à-vis our decision-making processes provided the reassurance we needed when it came to integrating our two very different cultures."

The second stage involved re-vamping the IT system. In early 1998, Unilog and the internal task force from the first stage visited a number of companies confronted with the same challenge as Amadeus France. This sharing of experiences provided food for thought and helped the company choose between developing a tailor-made solution, integrating third-party applications, and going with ERP software. When it came time to select an ERP solution, Amadeus France looked at a number of systems to evaluate their fit. The company based its final choice on the processes redesigned during the business process reengineering (BPR) phase in collaboration with Unilog.

"The best propositions, which were all based on SAP, highlighted its wide range of functions, which made it the only solution enabling integrated management of our finances, projects, and call center customers, along with those processed by the installed base of machines, which we rent to 4,000 travel agencies," says Vandame. "Although there were a number of other high-quality propositions, we, once again, chose Unilog, in view of its capacity to analyze and reformulate our needs in line with SAP standards."

**"In 1997, following the merger with Esterel, a company supplying travel agencies with IT solutions, our general management decided to first revamp our processes, then our IT systems."**

*Thierry Vandame, IT manager at Amadeus France*

### **A HIGH-QUALITY TEAM BRINGS PROJECT TO A SUCCESSFUL CONCLUSION IN 14 MONTHS**

On March 1, 1999, the implementation phase got underway at Amadeus France. All areas of its business were involved, including finance, purchasing, selling, projects, services, call center, and installed base staff (over 14,000 workstations). The aim was to have a big bang implementation, with all components switch-

ing over to the new solution simultaneously on May 1, 2000. Amadeus France almost met its deadline. The solution was up and running on May 15. "We owe this success both to the close involvement of general management, who attended all the weekly project committee meetings, and to the excellent work accomplished by the project team,"

says Vandame. "Contributions from the 25 highly motivated internal specialists gave the project credibility and visibility within Amadeus, while Unilog, for its part, provided 15 to 18 consultants and a group of around 10 developers, all with excellent levels of expertise and with communication skills, which facilitated the information flow."

### **MORE STRATEGIC REPORTING AND CLOSER CONTROL OF SPENDING**

Amadeus France, which has sales of FF 430 million, is now seeing the first benefits of the SAP solution; its 350 employees now share a common culture. The long-wished-for constant visibility, capacity to analyze profit margins by product, and access to budgetary reporting are greatly appreciated by general management. Aside from being available in real time, instead of biannually, these reports are also more detailed than in the past, and they provide information on spending by cost center, type, and order of magnitude.

The ability to monitor overhead spending processes also provides increased visibility and, therefore, better cost control. All expenses incurred for a given item, over and above the provisional budget, set off an alarm. The SAP solution also helps Amadeus France manage the process of purchasing customer equipment. And, the implementation of new processes and the introduction of the SAP individual order configuration have improved synergy between the marketing teams in charge of quotations and those responsible for preparing the equipment for delivery and for installing it on the customer's premises.

**"This new set of tools speeded up request processing and incident solving, and standardized replies to customers. The IC also provided automatic and reliable measurement of call center service quality indicators and failure rates, thus reducing by two-thirds the amount of work required in these areas."**

Thierry Vandame, IT manager at Amadeus France

## **IMPROVED CALL-CENTER EFFICIENCY AND PROJECT COORDINATION**

Scarcely a week after mySAP Customer Relationship Management and its interaction center (IC) were implemented in the Amadeus France call center, the 80 call center employees were able to manage 2,500 calls per day. The IC enabled a complete overhaul of the failure and incident categorization catalog and the installation of a third-party knowledge base for diagnostic assistance. "This new set of tools speeded up request processing and incident solving, and standardized replies to customers. The

IC also provided automatic and reliable measurement of call center service quality indicators and failure rates, thus reducing by two-thirds the amount of work required in these areas," says Vandame.

Moreover, installing SAP® Project System led to a radical transformation of working practices in the software and projects department, which has about 40 employees. This department, which is in charge of coordinating new product launches, could now control lead times, costs, and the allocation of work load and resources across all ongoing projects. "This improved workload visibility, which is both global and detailed, enables employees to provide more reliable information on project delivery and invoicing, and more factual data on which to base internal negotiations on resource allocation and cost breakdown by project," says Vandame.

## **SAP PROVIDES A COMPETITIVE EDGE**

"SAP is a powerful tool that allows us to steer our business with a high degree of transparency regarding all types of data, thus ensuring us of the reliability of our IT system," says Vandame. "This transparency helps with strategic analysis in planning new product launches in a highly competitive environment, thus allowing early upstream optimization of the new processes associated with the marketing operations."



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**At A Glance**

**SAP solution components**

- SAP® R/3® (including controlling, sales and distribution, materials management, service management, project system, human resources with training management)
- mySAP™ PLM (including project management)
- mySAP CRM Interaction Center

<b>Hardware platform</b>	Dell
<b>Operating system</b>	Sun Enterprise 450 Solaris (Unix)
<b>Database</b>	Oracle 8
<b>Networks</b>	TCP/IP
<b>Number of users</b>	350