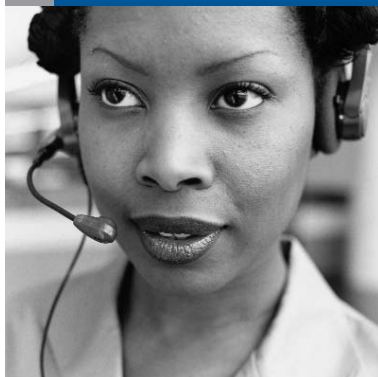


SAP Customer Success Story



Alpha Copy, a growing company, needs reliable software that is scalable enough to support its development. SAP® software provides the scalability that **Alpha Copy** needs. Beginning with SAP® R/3® for ERP, the company went on to implement mySAP™ CRM, to give it flexibility, better customer service, price-list control, and competitive advantage.

ALPHA COPY
ΠΟΙΟΤΗΤΑ ΣΤΗΝ ΕΠΙΚΟΙΝΩΝΙΑ



ALPHA COPY

ALPHA COPY ADDS THE mySAP™ CRM SOLUTION TO ITS SAP® R/3® SYSTEM

Founded in Greece in 1984 as a distributor of Minolta office equipment, Alpha Copy provides products and services for mobile telecommunications, digital office automation, digital satellite television, and in-room technology for the hospitality industry. The company has expanded its activities, becoming the exclusive Nokia distributor in Greece and vastly increasing its network of service and support centers in Greece, Cyprus, and Balkan countries.

BUSINESS CHALLENGE

Alpha Copy strives to offer prompt market supply of quality products and services while ensuring customer satisfaction in every business sector of interest.

The company treats partners as extensions of its business, contributing to their goals for achievement and success. As its markets and business expand, Alpha Copy's main concern is that, together with its partners, it can continue to offer efficient service that leads to customer satisfaction before, during, and after sales.

In order to support its development plans, Alpha Copy chose to implement the SAP® R/3® System for ERP in 1999. With SAP R/3, the company automated its accounting, sales, distribution, and human resources department functions.

Following that, in order to support new customers, maintain central control, and meet ambitious goals for speed, flexibility, and reliable customer service, Alpha Copy required an information system to cover its new territories.

SAP SOLUTION

The upgrade to mySAP™ Business Suite solutions was based on the long-term, successful operation of SAP R/3 and its scalability to add components according to the growth requirements of the company.

Alpha Copy implemented the mySAP Customer Relationship Management (mySAP CRM) solution, utilizing these capabilities: e-selling, customer service and support (service request management and knowledge management), and e-services (self-help services and complaint management).

With mySAP CRM, Alpha Copy set the following goals:

- Attain full visibility of its partners
- Offer its partners immediate and complete information over the Internet about every aspect of business, such as order and financial statements
- Allow its partners to enter the orders into Alpha Copy's system and keep partners updated on current prices
- Provide after-sales service that allows entry, monitoring, and processing of any customer problem, whether it is communicated via the Internet, call center, fax, or Web shop visit
- Allow the organization of service and spare parts
- Serve Alpha Copy's trading partners via the Internet, by offering them the option to work with an advanced, computerized system without requiring any partner investment
- Provide exact, real-time information concerning existing problems and their status quo to the company, its partners, and Nokia
- Optimize the efforts of existing personnel to collect the maximum information with minimum data entry
- Provide user-friendly interaction and ensure scalability as the company grows

BENEFITS

The following benefits that Alpha Copy expected to achieve by implementing mySAP CRM are now visible throughout the value chain of the company.

E-Selling

Initially Alpha Copy faced problems concerning reply time and service to its partners. With the e-selling capability, partners place orders on their own systems via the Internet and receive immediate information concerning availability, special prices, photographs, technical features, and order verification. That way, Alpha Copy's personnel saves the time of entering orders received by fax, and mistakes are eliminated. Also, promoting products to partners is made easier by pop-up screens that are now automatically displayed when data is entered in the system.

mySAP CRM has improved Alpha Copy's communication with its partners and foreign branches. Mr. Nikos Kyriazis, financial controller of Alpha Copy, says, "With [the] e-selling solution we can now serve them immediately and efficiently. There is no need for phone calls to be informed about a price, or information regarding their financial sheet or an order. We have literally expanded our system to their companies through the Internet. After having secured a smooth and effective flow of every day working activities, our personnel can now devote time to helping our partners solve important matters, which demand extra attention. In addition, our partners can now place orders in the system on their own, can be updated on availability, and can modify the order accordingly, while mistakes are eliminated."

Complaint Management

The complaint management capability enables Alpha Copy to record and monitor all customer complaints and requests and see them through to resolution. According to Kyriazis, "With the complaint management [capability] we can systematically process all requests made by our customers. There are no longer forgotten problems or misunderstandings. Everything is recorded, while our customers can reach us by all modern means of

communication – telephone, fax, Internet, or a visit to one of our centers.” Since everything is recorded, Alpha Copy is able to draw valuable statistics concerning the most frequent problems and to prevent them, as well as to communicate the information to Nokia to aid in product development. With mySAP CRM, Alpha Copy provides added value to its customers, partners, and suppliers.

Knowledge Management and Self-Help

With the knowledge management and self-help services capabilities, question and answer information related to customer problems and queries is available to anyone concerned. Customers can access this capability directly through the Internet, or indirectly through the customer care line of Alpha Copy.

E-Service

E-service capability enables Alpha Copy’s partners to post service notifications directly to the central database, via the Internet. Now, if a device needs to be repaired at headquarters, no additional customer and partner data entry is needed. Entry time at headquarters is substantially reduced and wrong shipments are avoided. Kyriazis says: “In the past, it took our partners about 45 minutes to enter about 50 devices. Our employees were obligated to reenter all data concerning the consumer device along with partner’s data. Entry mistakes or wrong shippings were noted many times. With service notification [capabilities], our partner enters the data and the description of the problem directly in our system.” With mySAP CRM, the company’s partners do not need to invest in software, and mistakes and misunderstandings are eliminated.

Service Request Management

With the service request management capability, Alpha Copy’s partners and personnel can monitor the repair process, job history, and spare parts used in a device. In addition, by using the pop-up screen, a technician is directly informed whether or not the warranty for the device has been extended. Kyriazis says, “After-sales service is an important criterion for attracting new

customers as well as keeping old customers satisfied. The cellular phone is a necessary device for its user. In contrast with other products, the customer must be able to solve his problem if possible within an hour. In order for that to happen, an exemplary solution for the service organization is also required as well as the company’s commitment. With the capabilities offered to us by the service request management [function], our after-sales service ranks first in the Greek market by far.”

Results

The purchase and use of SAP software at Alpha Copy has scaled according to the growth of the company. Kyriazis says, “In the beginning, SAP appeared immense to us. It offers many and new possibilities that may scare users away. Soon enough though, SAP [software] proved user-friendly. We started off with a very small investment. Soon we established the potentials and the advantages offered to us. To this end, SAP consultants played a significant role – they acted and still act with professional courtesy, responsibility, and efficiency by offering us an exemplary application and proper guidance for our expansion. SAP empowers our personnel and helps Alpha Copy achieve its goals.”

THE NEXT STEPS

The next stage for Alpha Copy will be to expand the use of mySAP CRM by implementing the business to consumer (B2C) capability, which is expected to improve partner and end-customer service even further. Moreover, it will help the company’s marketing strategy and will reduce sales cycles, leading to savings of money and resources as well as greater customer and partner satisfaction.

Alpha Copy is also planning to leverage structural data of mySAP Business Suite solutions, beginning with warehouse management capabilities for better logistic organization. Furthermore, the company will invest in the mySAP Business Intelligence solution to enable it to provide ample and direct reports from the system to higher administration, leading to faster decision making.

AT A GLANCE

Hardware platform	COMPAQ
Operating system	Microsoft Windows® NT
Database	ORACLE
Number of users	50

THE BEST-RUN BUSINESSES RUN SAP



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