

SAP Customer Success Story



To support and optimize its sales and marketing processes – as well as its customer-centric energy-supply processes – Germany's leading full IT service provider for the energy industry, **is:energy**, decided to implement mySAP™ Customer Relationship Management (mySAP CRM). Just months after the go-live, the company began realizing benefits – including reduced manual labor and a consistent, transparent view of customer information.

is:energy



IS:ENERGY

FIRST-CLASS SERVICE AND EFFICIENT SALES AND DISTRIBUTION PROCESSES WITH mySAP™ CRM

INFORMATION SERVICES FOR THE ENERGY INDUSTRY

Experience and innovation, competence and partnership: these are the qualities that is:energy brings to the table. The Hannover-based joint venture company of E.ON Energie and Cap Gemini Ernst & Young resulted from the amalgamation of Gedos GmbH and Synergis GmbH. is:energy, which employs some 1,000 people, looks after more than 90 energy service providers in 220 locations. These are predominately companies of the E.ON Energie group, although public service and regional supply companies also form part of its customer base.

MAIN FOCUS: EFFICIENT CUSTOMER SERVICE

is:energy chose the mySAP™ Customer Relationship Management (mySAP CRM) solution to help it gain a competitive advantage through targeted customer service. However, the IT service provider is not just seeking to optimize in-house customer relationship management with mySAP CRM: As a certified SAP® Customer Competence Center, the company also sees itself as an implementation and consulting partner for its demanding customer base. “Our experience of the mySAP CRM pilot installation should also serve as a multiplier. We can also recommend to customers what we are running successfully ourselves,” says Frank Schepke, project lead at is:energy.

SAP CHOSEN FROM LONG LIST OF CONTENDERS

Before is:energy made the decision to go with mySAP CRM, it conducted an extensive selection during which 17 bidders were tested; of those 17 tested, 3 were short-listed. "We didn't just decide on SAP because of our successful, long-standing partnership," says Alexander Urtel, project lead. "The first-class functionality of mySAP CRM convinced us, and, on top of that, the

"The provision of comprehensive customer information in marketing, sales and distribution, and consulting increases the service quality and guarantees universal sales and distribution processes."

Alexander Urtel, Project Lead, is:energy GmbH

seamless integration it offers with software from the SAP for Utilities portfolio." And there were other plus points: "This integration primarily allows continuous support of all the customer-centric energy supply processes. Because of that, we expect a strong demand from our internal and external customers."

ALL REQUIREMENTS FULLY MET

The project started mid-2001 and was realized as a stand-alone solution, with SAP Consulting providing their expertise. At the time, as one of the first companies in the world to use the newest version of mySAP CRM, is:energy truly placed itself at the cutting edge. The go-live in January 2002 was a special day for the 100 employees in 13 sites in Germany and Austria, when all functions were rolled out simultaneously. And, the rollout went

smoothly and according to plan. "The positive feedback shows that our employees have adapted to the new solution very quickly," says Schepke. By the final stage, all is:energy employees will use mySAP CRM.

CONSISTENT VIEW OF CUSTOMER INFORMATION

For is:energy, customer service in the past involved a lot of manual effort. Now, SAP's comprehensive CRM solution provides employees with all the functions and tools necessary for efficient customer relationship management. And, cooperation between customer-oriented departments has improved enormously. mySAP CRM supports the entry and transfer of sales inquiries to account management and helps employees plan all customer-related activities. "We support the entire quotation process with mySAP CRM, including opportunities and project description," says Schepke. With the click of a mouse, users can access all the current information on business partners, opportunities, contracts, competitors, and campaigns; marketing, sales and distribution, and back-office staff obtain exactly the customer information that they need for their daily work. The company's consultants also benefit from access to extensive, transparent information. The result: fewer consultation calls with shorter processing times guarantee optimal customer service – in the acquisition phase and beyond.

Following the successful introduction of mySAP CRM, is:energy is already considering further implementations, with SAP Enterprise Portal high on the list of priorities. The SAP portal solution will provide is:energy employees with a single point of access to vital information, applications, and solutions such as mySAP CRM via a role-based portal workplace – all of which can help the company continue to deliver superior customer service and streamline its marketing and sales and distribution processes.