

## SAP Customer Success Story



With SAP® Business Information Warehouse (SAP BW), the data warehouse solution within mySAP™ Business Intelligence, **MLP AG** has implemented an efficient sales-management tool for pursuing its growth policy. Detailed reports and analyses deliver key marketing and enterprise data to branch and executive managers, enabling them to make better and quicker strategic decisions on utilizing and building capacity.



## MLP AG

### DATA WAREHOUSING WITH mySAP™ BUSINESS INTELLIGENCE

#### EXPLOITING MARKET OPPORTUNITIES AND PURSUING GROWTH POLICY EFFICIENTLY

MLP AG, Europe's leading private finance group, links quality personal advice with a comprehensive online finance offering, integrating banking and insurance services within a single solution. Based in Heidelberg, Germany, the group is made up of joint-stock companies MLP Finanzdienstleistungen (Financial Services), MLP Vermögensverwaltung (Asset Management), MLP Bank, MLP Lebensversicherung (Life Assurance) and MLP Versicherung (Insurance). In 2001, MLP employed over 2,500 financial consultants at more than 330 branches, who handled the needs of some 453,000 customers. An additional 1,300 staff specialists work at company headquarters.

Since its formation in 1971, MLP has specialized in advising high-powered private customers and professionals – chiefly doctors, lawyers, economists, and engineers – who are targeted as they graduate from university. To maintain its high growth rate while retaining market and customer focus, MLP needed a central reporting platform that supported all types of data.

## THE GOAL: GROUPWIDE REPORTING

Before choosing SAP® Business Information Warehouse, a key component of mySAP™ Business Intelligence, MLP used a range of stand-alone reporting systems. Analyses could be produced for individual departments only, not for the group as a whole, and transferring data within the group was a lengthy process. As an SAP R/3® customer, MLP was already familiar with SAP BW. Implementation of SAP BW took place from May to December

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2001, replacing the various legacy applications. According to Klaus Strumberger, IT manager at MLP, the results have been extremely positive: “With SAP BW, we can keep all our customer and policy data transparent and up-to-date. We have fewer interfaces and can process non-SAP data without any problem,” he remarks. The openness of SAP BW was a key benefit for MLP, since around 90% of the data originates in industry-specific solutions, and is thus from non-SAP sources.

## FLEXIBLE USE OF SAP BW

Chiefly, SAP BW manages five subprojects: Logging consulting services (Clickstream Live), maintaining existing policies and new business (Policies), central reporting for all operational

**“By deploying SAP BW, we’re exploiting our potential more intensively. Compared to our former Access-based potential analysis program, processes have speeded up considerably.”**

Wolfgang Taag, SAP BW Implementation Project Manager, MLP AG

systems (Partner Inventory Live), Internet-based applicant placement (Career Base), and employee planning for graduate support (Potential Live). So far, the main focus of SAP BW has been to identify potential customers.

## BETTER UTILIZATION OF POTENTIAL

Potential Live determines the number of graduates (approximately 120,000 per year) in the occupational categories, which MLP targets. This information enables MLP to strategically plan personnel capacities well in advance, to provide the best possible service to graduates.

Potential Live produces four main standard reports. The first ascertains the number of relevant university graduates in Germany, Austria, and Switzerland (“university potential” report), according to university location and course of studies.

The second calculates how to best assign the potential customers to the MLP branches (“potential allocation” report). The third and fourth reports are strategic-management and controlling tools. Every two months, they provide an up-to-date summary of the personnel planning status in the branches, enabling local

**“By networking our various companies, we can target our customers more effectively.”**

Wolfgang Taag, SAP BW Implementation Project Manager, MLP AG

managers to determine whether they have a sufficient number of consultants on staff. The sales managers based at headquarters, including the executive board of MLP Finanzdienstleistung AG, receive regular updates with the general overview they need for strategic planning.

### **FAST, SIMPLE, AND TRANSPARENT**

Around 2,500 users – MLP consultants, branch managers, sales directors and the executive board of MLP Finanzdienstleistung AG – take advantage of SAP BW. It is now much quicker and easier to create groupwide evaluations and analyses than before. Thanks to SAP BW, executive board members not only receive up-to-the-minute sales figures at the click of a button, they also benefit from greater transparency with regard to the performance of the branches and of individual consultants.

The workload at headquarters has also been eased now that users call reports by themselves in the relevant format, instead of receiving them in printed form. SAP BW users have password-protected access to the intranet and to SAP BW reports via Web reporting. “With SAP BW, all decision makers, whether executive board members or branch managers, have rapid access to current information on sales opportunities and capacities. SAP BW therefore helps us pursue our growth policy,” says Strumberger.

### **GROUPWIDE REPORTING PLATFORM**

MLP has ambitious plans for the future, too: SAP BW is to form the basis of a groupwide reporting platform for activities such as cross-departmental campaign management. “By networking

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our various companies, we can target our customers more effectively,” says Wolfgang Taag. Other projects in the pipeline include building a portal for the chief financial officer and using planning components within mySAP Business Intelligence.

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