

SAP Customer Success Story

“Implementing the CRM system will provide essential support for the continued development of our business strategy.”

Dr. Winfried Polte,
Chairman of DEG's Board of Management



AT A GLANCE

Company Name

DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH
Germany
www.deginvest.de

Industry

Financial services

Key Challenges

- Prevent duplication of customer information
- Increase accessibility of critical information

Solution and Services

- mySAP™ Customer Relationship Management
- SAP® Business Intelligence

Existing Environment

SAP R/3®

Key Benefits

- Ability to systematically maintain customer contacts and manage correspondence and documentation
- Simplification of daily CRM processes

DEG – DEUTSCHE INVESTITIONS- UND ENTWICKLUNGS-GESELLSCHAFT mbH

PROFESSIONAL CUSTOMER SERVICE, BETTER PROJECT MANAGEMENT WITH mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT (mySAP CRM)

DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH is one of the largest European institutions for long-term project and company financing in developing and reforming countries. To help it provide more comprehensive customer service and enable more effective project management, DEG turned to mySAP™ Customer Relationship Management (mySAP CRM), along with SAP® Business Intelligence (SAP BI) to help expedite analyses. SAP BI is a key component in the SAP NetWeaver™ platform.

Headquartered in Cologne, Germany, DEG is a member of the KfW Group and employs approximately 300 people. Backed by a commitment to invest in projects that promote sustainable development in all economic sectors – from agriculture to manufacturing to the service industry – DEG has been helping private companies finance projects in Africa, Asia, Latin America, and central and eastern Europe for the last 40 years. Since its inception in 1962, DEG has collaborated with more than 1,100 companies, invested €5.6 billion of its own resources, and has generated total investments of around €37 billion.



At the DEG headquarters and in representative offices in Brazil, China, India, Indonesia, Mexico, South Africa, and Thailand, financial experts conduct meetings with potential project partners on a daily basis. This means DEG must have a clear overview of the latest information – information that is transparently structured, organized, accurate, and available at any time company-wide. “We wanted to make the same data available to all business areas; for example, to prevent duplication of customer information and to increase accessibility of critical information,” explains Christa Mohs, the IT manager at DEG responsible for implementing new systems. That’s where SAP came in.

“We chose SAP because we were already using SAP R/3® in the back office, and wanted a high level of standardization throughout our IT landscape,” says Mohs. “And SAP offered all the crucial functions we needed.”

IMPROVED CUSTOMER SERVICE – SIMPLIFIED DAILY PROCESSES

DEG kicked off the project in April 2002. mySAP CRM activity-management and records-management capabilities have been productive since June 2003. SAP BI has been operational since August 2003 – which, for example, allows managers to perform planned versus actual comparisons, so they can recognize and avoid risk situations.

The benefits of the implementation have been tangible. Today, mySAP CRM not only enables DEG to systematically maintain its customer contacts, it allows employees to manage correspondence and documentation far more efficiently. For example, from anywhere in the company, from any department, all data on DEG customers, partners, and projects can be called up at any time. This means DEG employees can be sure they always give customers reliable and competent advice.

Mohs says, in conclusion: “On the whole, we anticipate a simplification of our daily processes using mySAP CRM, particularly in terms of communication with customers.”