

SAP Customer Success Story Banking



The **Oesterreichische Kontrollbank AG (OeKB)** has been using mySAP™ Customer Relationship Management (mySAP CRM) since October 2002. As a result, **OeKB employees have access to better quality, up-to-date data, which enables them to service customers more effectively. Also, with more transparent data available, OeKB's Securities Services can more easily and effectively coordinate marketing, sales, and service activities – all of which helps increase profits.**



NEW ERA IN CUSTOMER RELATIONSHIP MANAGEMENT

mySAP™ CRM IMPROVES SERVICE AT OESTERREICHISCHE KONTROLLBANK AG'S SECURITIES SERVICES

“Our main objective in implementing mySAP™ Customer Relationship Management (mySAP CRM) was to improve service to our customers on a daily basis,” explains Mag. Georg Fink, CRM manager at OeKB. “Our experts discuss special issues with customers on the telephone and, until now, the company lacked the tools required to document contact information and keep a record of the discussions.”

Since its foundation in 1946, Oesterreichische Kontrollbank AG (OeKB) has been regarded as Austria's central financial and information service provider for export management and capital market accounts. The company employs approximately 360 people, whose tasks include developing and providing financial data and operating an electronic settlement system for off-market businesses.

OeKB, which is owned by several domestic and foreign commercial banks, plays an essential role in Austria's financial market. It acts as the central depository bank for securities and is responsible for export financing of local credit companies.

CLEARLY DEFINED REQUIREMENTS

In March 2001, before the implementation, the financial service provider realized it lacked significant customer data needed for efficient communication; it also had no integral view of the

customer, and up-to-date evaluations were not available. Customer support did not fully meet the standards expected from service providers and related processes lacked transparency.

“The user departments drew up a list of questions and we thoroughly analyzed what we needed from the software. This involved a multilevel process according to OeKB criteria and functional requirements,” explains Fink. “In the end, the board chose SAP® software. This was partly because the company already had an SAP Competence Center, which meant that costs for maintenance and development could be kept to a minimum. The scalability of mySAP CRM, which supports further development of the system landscape, also fulfilled our criteria.” The implementation phase started in January 2002, with support from Plaut Austria GmbH.

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At this point, OeKB had already set clear objectives and defined its processes, with the goal of achieving a more customer-oriented approach. For example, it wanted to coordinate marketing, sales, and service activities; this would enable the company to better service its customers. The company planned to use mySAP CRM campaign management capabilities – which supply essential information for mass contacts (via e-mail campaigns, business events, or direct mailings) – to achieve this. “From the very start, the project had a clear focus and was very well integrated in the organization. And, as a result, we were able to set up a system for

AT A GLANCE

SAP solution	mySAP CRM 3.0
Hardware	IBM RS6000 P.S. 6H1
Operating system	AIX 4.3.3.10
Database	Oracle 8.1.7.3
Users	60
Implementation partner	Plaut Austria GmbH; www.plaut.at

60 users in only a few months,” reports Herbert Brauneis, CRM manager at Plaut Austria. After the technical installation, a three-month test phase, and user training, OeKB went live with mySAP CRM in the fall of 2002.

PIONEER IN SYSTEM INTEGRATION

Project leader Fink has already seen some improvements since the implementation: “It is much easier to manage customer data. The existing datasets were integrated, which means that now the CRM database can be used across departments. We saw a clear improvement in the quality of the data within the first months of operation. It is also much easier to link customer data, and employees can access up-to-date information from the different departments, such as marketing, at any time.”

Those involved in the OeKB project broke new ground with the implementation: mySAP CRM was realized as a stand-alone solution. In other words, the CRM database supplies SAP Business Information Warehouse (SAP BW) without being integrated in the back-office SAP R/3® System. “Our pioneering work – using relatively new CRM components from SAP – will surely benefit future customers. Using SAP BW as the technical basis to integrate other sources would certainly be something for other companies to consider,” remarks Fink. “Also, due to the special status of the project, the response times of the support team from the SAP head office in Walldorf, Germany were remarkably short.”