

SAP Customer Success Story



Wherever they are, the external sales team of **August Rüggeberg GmbH & Co. KG PFERD-Werkzeuge** can use their notebook computers to call up current customer and product information and write reports regarding customer visits. **mySAP™ Customer Relationship Management (mySAP™ CRM) and its mobile sales capabilities help the company quickly forge links with its customers and achieve optimum service quality and high customer satisfaction.**



AUGUST RÜGGEBERG GMBH & CO. KG PFERD- WERKZEUGE

OPTIMIZING SALES PROCESSES AND INFORMATION FLOW

PREMIUM QUALITY TOOLS

The company's history goes back to the 18th century. Hoof rasps and files were the first tools manufactured by earlier generations of the Rüggeberg family. Two hundred years later, the company is a leader in innovative tools for surface finishing and cutting applications. With eight product lines and more than 6,000 articles, Rüggeberg is ideally positioned in a range of market segments. Its customers include wholesalers, conventional retailers, and large industrial companies. Based in Marienheide near Cologne, Germany, the company employs 1,800 people around the world.

A FOCUS ON CUSTOMER SATISFACTION

"Grow with the customer and the markets, and adapt to their wishes and requirements" is Rüggeberg's philosophy – something that it has been practicing successfully for decades. High-quality products, consulting competence, and a comprehensive range of customer services guarantee sustained growth. And now, the company has taken an important step in the direction of e-business by adding a powerful new solution and enhanced functionality to its SAP® R/3® IT platform: mySAP™ Customer Relationship Management (CRM) and its mobile sales capabilities.

**SAP AG**

Neurottstraße 16

69190 Walldorf

Germany

T +49/1805 /34 34 24*

F +49/1805 /34 34 20*

* Subject to charge

www.sap.com

COMPREHENSIVE INTEGRATION OF INTERNAL AND EXTERNAL SALES TEAMS

Since December 2001, a seamless flow of information enterprise-wide has enabled Rüggeberg to integrate its sales activities, internally and externally – all with the help of SAP, which was first on its list when it came to choosing a CRM solution. “We went for mySAP CRM because our best experiences to date have been with SAP,” says Hans Hoymann, who is responsible for procurement at Rüggeberg. “What convinced us was the fact

“With mySAP CRM [mobile sales capabilities], we can comprehensively structure and optimize sales processes and content. Consistent information management clearly improves the quality of our service and our market prospects.”

Hans Hoymann, Procurement,
August Rüggeberg GmbH & Co. KG PFERD-Werkzeuge

that it is a future-oriented solution, requires little administrative work, and is a very secure investment. In addition, it fits perfectly with the back-end SAP R/3 System.” And, its numerous functions can be tailored to Rüggeberg’s specific sales requirements. Siemens Business Services, one of SAP’s CRM Special Expertise

Partners, helped with the implementation, with support provided by SAP Consulting. Initially, 50 employees began using the electronic mobile-sales capability, but once it is rolled out internationally, some 100 users in 6 countries will be integrated.

STANDARDIZED MASTER DATA IMPROVES QUALITY OF SERVICE

With mySAP CRM mobile sales capabilities, the notebook becomes a mobile workplace for field sales employees. Standardized master data provides all users with an integrated view of the customer; all customer-related information is available, any time, anywhere. Data on potential customers can be called up as well, along with information on all products. This is a great advantage when a company introduces new products or when employees visit a customer’s site for the first time. Plus, activity-management capabilities provide sales personnel with a complete history of all contact persons, relevant dates, and information regarding specific projects. The bottom line: greater customer satisfaction. “The customers feel that they are getting the best support and advice, because no questions remain unanswered and the sales employees on site can respond fully to their needs,” says Hoyman.

Rüggeberg’s field sales team places particular value on the new, user-friendly form for customer-visit reports. Before, documents were sent in hard copy and collected centrally, but today they can be sent electronically.