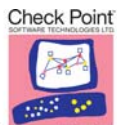


## SAP Customer Success Story



**Check Point Software Technologies**, the world-wide leader in securing the Internet, needed to **improve order tracking, respond more effectively to customer requests, and provide upper management with full visibility into critical information.** A field sales portal based on key components of **SAP NetWeaver™** offered the solution. Now, with **integrated reporting tools, managers can act more quickly so Check Point can save money, generate more sales, and improve customer satisfaction.**



We Secure the Internet



## CHECK POINT

### SAP NetWeaver™ HELPS CHECK POINT IMPROVE SOFTWARE SALES WORLDWIDE

In just 10 years, Check Point Software Technologies has grown to become the world's market leader in firewall, virtual private network (VPN), and related security software. Today, the Israeli-headquartered company maintains a world market share of about 65%, which includes more than 295,000 installations. The company's global sales force works hard to keep growing, while at the same time providing excellent customer service.

However, as is often the case with many companies, Check Point's quick growth and success also brought some back-end challenges, explains Hila Mazinter, Check Point's director of management-information-systems (MIS) applications. "Our MIS department had built a number of valuable internal Web sites and reporting tools over the years. The problem was that they weren't coordinated or connected."

Check Point, a user of SAP® R/3®, mySAP™ Customer Relationship Management (mySAP CRM), and other non-SAP products, solved the problem with SAP NetWeaver™, a technology suite that provides an open integration and application platform. It installed SAP Enterprise Portal – a technology solution of SAP NetWeaver – which delivers portal infrastructure as well as knowledge management and collaboration capabilities. In addition, Check Point chose to implement other SAP NetWeaver solutions, including SAP Exchange Infrastructure and SAP Web Application Server.

## **DATA: DISPARATE, DUPLICATED, AND INEFFICIENT**

“We had teams in different locations, from Israel to California and everywhere in between, building their own reporting applications and, in some cases, their own Web sites,” says Mazinter. “Meanwhile, we had content residing on a number of repositories. The problem was that the different reporting tools didn’t talk to one another, so there was no ability to build upon each one’s progress.

“Also, the different applications didn’t all access the same source data in the same way,” she says. “So not only were our people duplicating each other’s efforts, the systems were inefficient

**“SAP NetWeaver’s open and robust infrastructure enables us to develop strong tools and applications much faster than ever before. It allows us to be very effective and responsive in our working relationships with customers. It also matches our architectural philosophy.”**

*Hila Mazinter, Director of MIS Applications, Check Point*

and not very good at helping the sales field find information, which, after all, is one of the most important things they need.”

By 2001, Check Point knew it needed to upgrade to an enterprise portal that could serve all its users. But more importantly, the company realized it needed an integration framework for developing new tools that would enable coordinated and consistent results and maximum efficiency.

## **AN INTEGRATED FRAMEWORK**

Check Point decided on the SAP NetWeaver technology suite for several reasons. First, it includes an enterprise portal with extensive personalization, content-management, and alerting features – these would be crucial to simplifying the Check Point Intranet upgrade. Second, SAP NetWeaver includes SAP Web Application Server, which can help companies like Check Point develop an enterprise-wide application and Web services infrastructure.

“We had J2EE as our standard architecture for business applications,” says Mazinter. “We looked at several portal and application-development solutions that were compatible with J2EE, and we decided that SAP NetWeaver and SAP Enterprise Portal were the most production-ready.”

Enterprise integration was also extremely important to Check Point. “We’d started developing two major external-facing applications with a different application server, and we wanted to be able to move the development right over to the application platform of SAP NetWeaver, so we could keep the applications going,” says Mazinter.

Thanks to the facile SAP Web Application Server, Check Point was able to migrate the two applications – a customer information system and a partner information system – to work within the new platform. And thanks to the new, easy-to-use development tools, CheckPoint was able to build a number of powerful functions, and, at the same time, streamline the company’s enterprise.

## **PERSONALIZED VIEWS**

The Check Point portal now serves 700 users internally, including sales and service personnel as well as company managers who now enjoy their own personalized views of the company's multiple back-end data sources. SAP Web Application Server serves the company's more than 100,000 customers and partners through the external-facing applications.

Using the portal's framework and iView technology, Check Point can now easily deliver multiple tools that provide the user different views of data gathered from multiple data sources. By using SAP NetWeaver architecture, Check Point can ensure that all these tools provide the same results regardless of the selected view and data source.

Also, the portal contains personalized alerts, set for tasks such as approving invoices or noting when certain employees take time off. "For instance, a manager might get an alert that a certain invoice needs to be approved," says Mazinter. "The manager can then click on the invoice to see the underlying detail, and then can approve or reject it, while at the same time verifying available budget and adding comments."

## **MANAGING CONTENT**

Check Point also uses the portal's knowledge-management capability to coordinate all content generated by the Check Point Web site – from price lists and sales reports to discussion forums and marketing news – and make it accessible to Check Point employees at all times.

"The fact that all our users are seeing the same information is critically important," says Mazinter. "For instance, a customer calls into a salesperson, and while that salesperson is handling the call, he or she can simultaneously check the customer database or the price list to see what the most recent status is. And if the customer had talked to someone earlier in support, the salesperson would be able to see that, too."

## **A CUSTOMER VIEW**

To date, Check Point has generated about 50 reports that are accessible through the portal. They range from sales reporting, support, and budgeting to human resources calendars. Also, the company has constructed an externally accessed portal for its customer-installation database, so customers can track and update their own licensing information.

"This is a win-win application," says Mazinter. "It empowers customers to review their own subscription and support information, and it reduces the data-entry load on our salespeople."

All in all, the new portal and its integrated framework have enhanced Check Point's ability to communicate with its employees and its customers, and have greatly simplified the company's internal reporting and communication processes.

In addition, SAP NetWeaver has given the company an entirely new competitive advantage.

"Now our salespeople can check the customer-install and licensing database to determine whether we can cross-sell or up-sell other products," says Mazinter. "This gives us a very effective marketing tool."

Finally, the SAP NetWeaver installation has helped to cut down on time lost dealing with redundant or inconsistent data. "We've reduced the time to market for handling internal content distribution, and that amounts to a huge benefit both in cost reduction and process improvement," she says.

### **FUTURE: GOING FURTHER, GIVING MORE**

Mazinter expresses her overall satisfaction with the SAP solution: “SAP NetWeaver’s open and robust infrastructure enables us to develop strong tools and applications much faster than ever before. It allows us to be very effective and responsive in our working relationships with customers. It also matches our architectural philosophy.”

### **ABOUT SAP NetWeaver**

SAP Enterprise Portal, SAP Business Intelligence, SAP Exchange Infrastructure, and SAP Web Application Server are technology solutions of SAP NetWeaver. The SAP NetWeaver technology suite provides an open integration and application platform that reduces total cost of ownership across the entire IT landscape. It is the technical foundation of the mySAP Business Suite family of business solutions, SAP xApps™ composite applications, and other general-purpose and industry-specific applications from SAP. SAP NetWeaver is also the technical foundation for Enterprise Services Architecture, the SAP blueprint for solutions based on Web services.

SAP NetWeaver integrates and aligns people, information, and business processes across technologies and organizations. It gives companies the power to adapt quickly to change. It ensures that mission-critical business processes are reliable, secure, and scalable, and helps companies get more from their current software and systems. SAP NetWeaver unifies integration technologies into a single platform and provides preconfigured business content, reducing the need for custom integration. It is based on open, standard technology and is interoperable with commonly used technologies such as Java 2 Platform, Enterprise Edition (J2EE), Microsoft .NET, and IBM WebSphere.

### **AT A GLANCE**

<b>Software</b>	SAP NetWeaver™ (with SAP® Enterprise Portal, SAP Exchange Infrastructure, SAP Web Application Server) SAP R/3® mySAP™ CRM
<b>Number of users</b>	700 plus internal, 100,000-plus customers and partners
<b>Additional repositories</b>	Notes, MSSQL, ONYX, Siebel