

SYSKOPLAN REPLY IMPLEMENTS A COMPANY-WIDE SAP CRM SOLUTION FOR SCHOTT. THE SOLUTION, BASED ON SAP HANA, IS BEING IMPLEMENTED ACROSS 35 COUNTRIES.

As one of the leading technology companies in the speciality glass, materials and cutting-edge technologies sectors, SCHOTT is active in a very competitive international market. In order to improve the company's competitiveness, SCHOTT decided to implement a company-wide CRM solution. Syskoplan Reply supported the international implementation of a future-orientated CRM solution based on SAP HANA, which includes gamification elements. Modern SAP HANA in-memory technology permits real-time analysis, which makes client interactions transparent. The innovative gamification method increases the acceptance and motivation of CRM users. The CRM system thereby ensures SCHOTT's sustained success.

THE CLIENT



SCHOTT is an international technology company with 130 years of experience in the areas of speciality glass, materials and cutting-edge technologies. SCHOTT is the global leader with many of its products. Its primary markets are in the household appliance, pharmaceutical, electronics, optics and transportation industries. The company seeks to contribute to its clients' success with high-quality products and intelligent solutions. The SCHOTT Group has production and sales locations in 35 countries and during the 2012/2013 financial year, 15,400 employees achieved a global turnover of 1.84 billion euros.

EFFICIENCY AND TRANSPARENCY IN CRM INCREASES COMPETITIVENESS

SCHOTT secures its market position through innovative services and, in particular, through the highest quality of its products. In addition to the brand, research, development and the implementation of innovations are important success factors for

the company in differentiating itself from competitors. In order to increase competitiveness, SCHOTT continuously invests in the optimisation of its operations and processes in production as well as administration, research and sales. One significant component to increase competitiveness is the company-wide implementation of a ground-breaking Customer Relationship Management (CRM) solution for six of the company's business units, which are engaged in business across a total of 35 countries.



ANALYSIS OF THE CURRENT SITUATION. In a company-wide project, SCHOTT first analysed its processes in sales, back office, marketing and customer service and assessed them in terms of their sustainability. The analysis highlighted that the existing CRM system was a significant weakness. It had reached its limits in terms of performance and functionality. Following the analysis phase, a target situation was developed in which processes, steps and tasks were to be made more effective and efficient. The new CRM system is intended to support this approach and to ensure increased transparency, process improvements and standardisation in sales processes.

SEAMLESS INTEGRATION WITH SAP CRM. After evaluating various CRM solutions SCHOTT chose SAP CRM for its technical platform. A significant factor in the decision was that integration into the existing SAP ERP and SAP BW systems must be seamless.

Various requirements proved to be significant challenges for the new CRM solution:

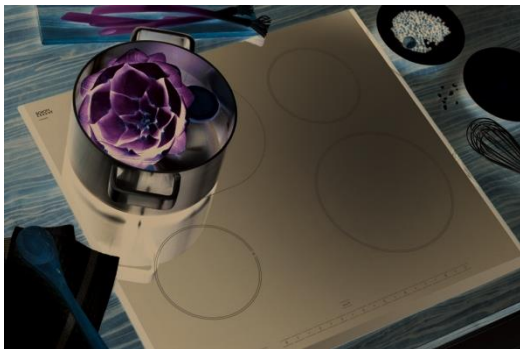
- A single global template was to be created for six different and separate business units (BUs).
- The BUs had different requirements for the system, which made the development of a system with unified and consolidated functions more difficult.
- The various BUs wanted to have the new system's support as early as possible.
- The roll-outs in the various BUs covered a variety of countries and regions. The timing and organisation of training measures and change management therefore presented a complex task.

IMPLEMENTATION: FLEXIBLE AND ADAPTABLE

Together with the central market development specialist department, Syskoplan Reply's consultants developed an adaptable and flexible approach to the implementation of the CRM solution, which considered SCHOTT's particular challenges and requirements.

In the context of a cross-BU concept phase, a unified and consolidated architecture was developed with the cooperation of experts from market development, the business units and IT. Finally, a baseline configuration of the basic functions for all BUs was implemented in order to then further add BU-specific processes. This process ensured that the final result was a global template with unified functions.

In a multi-step approach, the entire solution was developed via a main release and subsequent enhancement releases. The content of the releases was chosen so as to ensure that the individual BUs received the new functions as early as possible. The overall process with its individual phases and releases was designed to be flexible and adaptable so as to adapt to the business's challenges and circumstances.



GAMIFICATION METHODS IMPROVE CRM USE

One exciting feature of the SAP CRM solution implemented for SCHOTT was the use of methods to improve use of the CRM system through motivation mechanisms as used in computer and video games. This was piloted for one of Schott's business units and aimed to help improve the user experience of the solution by, for example, rewarding the updating of important information in the sales process by the relevant employees.

INCREASED PERFORMANCE WITH SAP HANA

A significant success factor for the acceptance of the solution by SCHOTT CRM users is the system performance achieved with SAP HANA. The use of SAP HANA's in-memory technology allows significant increases in performance. The use of "fuzzy searches" and "duplicated checking" by SAP HANA allows users to find the relevant information more quickly. Overall, this results in significant time savings and allows larger amounts of data to be processed more quickly. Consistent response times in the overall SAP CRM system lead to reduced risks and increase user trust in the reliability of the solution.

AN INNOVATIVE CRM WITH SYSKOPLAN REPLY

The CRM solution successfully implemented by Syskoplan Reply contributes to improving SCHOTT's competitiveness and to developing its leading position as a technology company. The international, cross-area implementation of the CRM solution allowed processes, steps and tasks to be made more effective and efficient. Overall, this leads to increased transparency and standardisation in sales processes. In-memory technologies such as SAP HANA and innovative gamification methods support SCHOTT in orientating itself even more closely according to its clients' requirements and achieving more sustainable competitive differentiation.

This is also confirmed by **Klaus Aarestrup, Vice President Market Development SCHOTT AG:**

"Our new SAP CRP system allows much faster access to relevant client information. Integration into the existing SAP ERP landscape and the linking of processes further leads to increased transparency and data quality. Reports for sales, back office and quality processes are available at the press of a button. This allows us to continuously improve the basis of our client-relevant processes and to focus entirely on our clients' requirements".

Inga-Janina Schulz, SAP CRM Project Head Business, And Bernd weißenfels, SAP CRM Project Head IT, summarises:

"A CRM system is only successful if it makes its users successful. We have achieved this goal for our users in six business units and 35 countries while coming in on time and under budget. We are proud that our team has mastered this task together with Syskoplan Reply".



Syskoplan Reply is specialised in SAP solutions within the Reply Group. The leading IT service provider in the SAP environment creates innovative, flexible and reliable IT solutions, in particular in the areas of Customer Relationship Management (CRM) and Business Intelligence (BI). To do so, the company uses adaptable and agile SAP standard software and expands it using client-specific components. This allows clients to differentiate themselves in the market and to achieve sustainable competitive advantages. Syskoplan Reply clients also benefit from the many years of experience and close partnership with SAP.