

SAP Customer Success Story Engineering, Construction, and Operations – Building Materials



“An investment in CRM only makes sense if it is made on a solid basis of business processes, customer desires, and investment calculations.”

Sven Ustrabowski, Director of Marketing and Customer Service,
Schöck Bauteile GmbH

AT A GLANCE

Summary

Based in Baden-Baden, Germany, Schöck Bauteile GmbH is a leading supplier of innovative construction products and systems. To keep its competitive edge and extend its reach into new markets, the company implemented the mySAP™ Customer Relationship Management (mySAP CRM) solution, achieving superior customer service and higher revenues.

Web Site

www.schoeck.com

Key Challenges

- Increase focus on internationalization, service enhancements, and higher revenues
- Expand reach into existing and future markets

Project Objectives

- Preserve Schöck's position as European market and price leader
- Design and integrate metaprocesses to enable a 360-degree customer view and barrier-free workflows

Solutions and Services

- mySAP CRM
- SAP NetWeaver® platform, including the SAP NetWeaver Business Intelligence, SAP NetWeaver Portal, and knowledge management components

Why SAP® Solutions

- State-of-the-art CRM software usability and robust functionality
- SAP integration expertise
- Use of SAP® software as standard platform throughout Schöck
- Availability of portal-based functionality

Implementation Highlights

- Use of movento's ValueScan value analysis (performed by partner movento and Martin Selchert, PhD) to plan the international CRM implementation and metaprocesses
- Establishment of a fully operable international prototype
- Rapid implementation, thanks to thorough planning

Key Benefits

- Anticipated ROI of just 13 months
- Improved process efficiencies, leading to increased revenues
- Enhanced customer service with 360-degree customer view
- Improved international collaboration and coordination via barrier-free workflows

Implementation Partner

movento GmbH

Existing Environment

- Separate, nonintegrated databases for CRM throughout subsidiaries
- SAP software for enterprise resource planning

Database

Oracle

Hardware

IBM

Operating System

UNIX

SCHÖCK

Vision Becomes Reality for Leading Supplier of Innovative Building Products Using the mySAP™ Customer Relationship Management Solution

“We needed to be more internationally transparent,” says Sven Ustrabowski, director of marketing and customer service for Schöck Bauteile GmbH, a leading developer, manufacturer, and distributor of innovative construction elements and systems for advanced building structures. Ustrabowski is talking about the company's reason for implementing the mySAP™ Customer Relationship Management (mySAP CRM) solution – a move that underscored Schöck's strategy to improve an already sharp competitive edge by delivering superior customer service.

Meeting the Challenge of Change with a New Global Vision

For nearly half a century, the Baden-Baden, Germany-based Schöck has provided the construction industry with a range of tried and trusted systems and solutions used for thermal insulation, noise suppression, and building reinforcement.

Along with an emphasis on continually improving its products – which include the Isokorb, Novomur, and Tronsole brands – Schöck has always placed high value on customer support. This includes planning, in-house training, seminars, comprehensive technical support, and local coordination of construction projects. “But two years ago,” explains Christoph Resch, CEO at movento GmbH, Schöck's implementation partner, “to protect its position as market and price leader in western and central Europe, as well as to enlarge its reach and revenues, especially in the conversion countries of eastern Europe, Schöck realized it had to integrate its customer-related processes.”

“Schöck maintained systems separately in each country,” adds Anik Maisch, CRM project manager at Schöck, “each with its own database.” This nonintegrated landscape was not conducive to a unified CRM approach. Therefore, Schöck launched a new CRM strategy that was jointly agreed upon by its subsidiaries in each country, setting the new rules for the customer-centric road the company would follow into its future.

The Road to SAP® Software

In order to determine the metaprocesses required for the CRM implementation at Schöck, movento conducted a comprehensive value analysis in partnership with Martin Selchert, PhD, a professor at the Ludwigshafen University of Applied Sciences. Called ValueScan, the analysis resulted in a fully operable CRM prototype. “ValueScan helped Schöck plan the implementation

“Schöck liked the look and feel of the mySAP CRM solution.”

Christoph Resch, Chief Executive Officer, movento GmbH

and focus on its requirements, including the customer service enhancements and multicountry sales capabilities necessary to achieve higher revenue, or share of wallet, from within its current customer base,” Resch reports. “The value analysis also revealed cost efficiencies Schöck could realize by either reusing or enriching certain former processes and activities.”

“To integrate Schöck’s CRM sales, information, and service processes, we considered a number of products and solutions,” says Ustrabowski. That search led to SAP® software.

“Schöck liked the look and feel of the mySAP CRM solution,” adds Resch. The company felt the software’s usability features and robust functionality were outstanding, particularly in the area of contact and account management and the planning and coordination of large-scale construction projects like subways, tunnels, and airports. Also a factor: SAP software for enterprise resource planning was already a large part of Schöck’s IT strategy.

Schöck was also swayed by SAP’s unmatched experience with integration technology, delivered by the SAP NetWeaver® platform.

Integrative Support for International Business Growth

Thanks to thorough planning and the value analysis, Schöck went live with the integrated CRM solution on time and within budget. Via the SAP NetWeaver Portal component, some 335 users gained access to the new solution at all Schöck European subsidiaries, with the rollout now continuing to other locations around the world.

“One of the main purposes of the implementation,” says Maisch, “was to provide a single source for building objects – a single view where everyone could see the same information.” In addition, the implementation would streamline Schöck’s sales processes and provide barrier-free workflows between countries, enabling all Schöck subsidiaries to share knowledge and business opportunities.

Schöck also chose to implement the business warehouse and knowledge management functions of the SAP NetWeaver Business Intelligence and SAP NetWeaver Portal components. “At Schöck, we deal with an enormous amount of information, especially in our large projects. The SAP software gives us timely access to all the information we need to ensure the success of these projects,” comments Ustrabowski.

Benefits Throughout the Next Half Century

“An investment in CRM only makes sense if it is made on a solid basis of business processes, customer desires, and investment calculations,” comments Ustrabowski. The company followed these mandates through each step of its CRM implementation,

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from the value analysis and planning phases through go-live. “Further,” says Resch, “the results of the ValueScan value analysis will be checked against the actual results as they occur.” But Schöck is already realizing the business benefits it envisioned.

These include a fast return on investment, anticipated to be just 13 months. And, by replacing its legacy CRM systems – composed of nonintegrated and separate databases in each country – with a state-of-the-art, integrated CRM solution, the company can look forward to higher revenues through process efficiencies.

One of the most significant benefits of the CRM solution is Schöck’s new “eye” on the customer. “Apart from the integration, the CRM solution provides a 360-degree view of the customer,” says Resch. This is already enabling Schöck to provide a level of customer support and response never before possible in its long history.

mySAP CRM, in combination with SAP NetWeaver Portal, has also helped Schöck improve collaboration both internally and with its partners and customers spread throughout the globe. The result: better and more productive customer interaction and enhanced project management, including the ability to more effectively manage and coordinate large international construction projects. In addition, the SAP business intelligence software has enabled the company to eliminate manual processes and to deeply integrate information for even greater transparency – fulfilling Ustrabowski’s initial objective of becoming more internationally transparent.

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