

## SAP Customer Success Story Engineering, Construction, and Operations



**“mySAP CRM offers us a wealth of tools and functions to power our business. We have just begun to reap the benefits . . .”**

Udo Reutter, CRM Project Manager, MEVA Formwork Systems GmbH

### AT A GLANCE

#### Summary

Based in Haiterbach, Germany, MEVA Formwork Systems GmbH is a manufacturer of formwork systems for the construction industry. It needed to establish a centralized software platform that enables its mobile sales force to capture and access customer data efficiently. MEVA chose the mySAP™ Customer Relationship Management (mySAP CRM) solution.

#### Web Site

[www.meva.de](http://www.meva.de)

#### Key Challenges

- Inefficient handling by mobile sales force of information about customers and projects
- Legacy mobile sales software prone to failure
- Customer data not centrally available

#### Project Objectives

- Establish centralized customer data management
- Enable enterprise-wide data synchronization
- Provide a consistent, universal, comprehensive view of customer
- Build a common customer service platform for sales, engineering, and marketing

#### Solutions and Services

- mySAP CRM
- SAP® Management Cockpit application

#### Why SAP Solutions

- Leading business software provider
- Integrated software platform for all data processing needs

#### Implementation Highlights

- SAP Management Cockpit delivers a 360-degree view of the customer
- Mobile sales representatives can manage customer data with low-cost PDAs

#### Key Benefits

- Standardized sales processes
- Greatly improved communication between internal and mobile sales forces
- Seamless exchange of customer information across all departments that interact with the customer
- Flexible options for marketing campaigns

#### Implementation Partners

- Orga Consulting GmbH
- movento GmbH

#### Existing Environment

SAP software for enterprise resource planning

#### Database

Informix

#### Hardware

HP

#### Operating System

Microsoft Windows 2000 Server

## MEVA FORMWORK SYSTEMS

### Delivering a Solid IT Foundation to Support Customer Service

For the mobile sales executives of MEVA Formwork Systems GmbH (MEVA), being informed about upcoming projects, knowing which construction companies have won which bids, and maintaining personal relations with decision makers within contractor organizations are key prerequisites for successfully selling the company's formwork systems. For years, the mobile sales force depended on a custom-designed, insular software application, laptop computers, paper notes, and human memory to plan their work and remember contacts, projects, and appointments. This hampered effective selling as the sales force often interacted with the customer without sufficient knowledge about previous contacts. MEVA decided to address this by implementing the mySAP™ Customer Relationship Management (mySAP CRM) solution.

Based in Haiterbach, Germany, MEVA manufactures, sells, and rents out patented formwork systems for concrete construction. MEVA products, available worldwide, lower the cost of building by considerably accelerating the setup and teardown of concrete casting formwork. The formwork systems are usually rented by building contractors for specific projects. MEVA's field sales force is constantly on the move making site visits to potential customers, and accessing up-to-date information was problematic. "Laptops are impractical on construction sites. Also, our legacy software application did not support data synchronization," relates Udo Reutter, CRM project manager at MEVA. "And we were unable to deploy information centrally."

## **Networking for Better Sales Performance**

With reference projects including Burj Dubai; Munich Airport Terminal 2; Budapest National Theater; a Prague ice hockey stadium; a high-rise condominium in Chicago; and a hotel in Adelaide, Australia, MEVA's reputation is founded on achieving the highest standards in a highly competitive industry. MEVA

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Udo Reutter, CRM Project Manager, MEVA Formwork Systems GmbH

recognized that its sales force required top performance from its CRM solution in order to deliver excellent customer service. When the company decided to implement a comprehensive enterprise resource planning system using SAP® software, the inclusion of mySAP CRM was a natural choice to address the issues the MEVA sales and marketing departments had been facing.

“Often there are many MEVA employees involved in a single customer project – not just the sales executive,” explains Reutter. “In addition to our field sales representatives, there are technical advisers, both at headquarters and at our strategically located regional offices. Then there are our internal sales and marketing people. Whenever they interact with the customer, they need to be familiar with the customer and project history, the individuals in charge on the customer's side, proposals submitted, and all other relevant information. This is where mySAP CRM comes in.”

The SAP software implementation project was overseen by Orga Consulting GmbH and movento GmbH, the latter specializing in mySAP CRM. Data migration and customizing work was handled by MEVA internally. The project, deploying the sales, marketing, and mobile sales functionality of mySAP CRM, ran smoothly and was completed on time and within budget. “We encountered no major problems during implementation and, we are pleased to say, the mySAP CRM standard functionality fully covers our needs,” says Reutter.

All MEVA field sales executives are now equipped with PDAs running the mobile CRM component of mySAP CRM. These handheld devices, synchronized regularly with the central CRM system at headquarters through a remote network interface, ensure mobile sales experts always have the latest customer contact data available. For filing sales, customer visits, and project reports, as well as updating opportunity, business partner, and customer history information, mySAP CRM allows mobile sales representatives and regional offices to synchronize data between their local computers and the MEVA data center.

## **Customer Relationships Made Transparent**

mySAP CRM has become the IT backbone of the MEVA formwork rental business, by far the largest share of the company's total sales volume. Allowing MEVA to standardize its sales processes and establish a common data exchange platform for all customer-facing operations, the solution is a true business enabler. Through its native integration with the SAP back-end software, mySAP CRM has eliminated tedious interfaces between systems and has created one unified, enterprise-wide software environment. Accumulated contact, customer, and project information can be accessed anywhere using the SAP Management Cockpit application.

Making complex customer relationships and projects transparent and eliminating duplicated efforts is crucial for successful, smooth project handling, explains Reutter. “It is important that customers don’t have to retell their stories and provide the same background information again each time they communicate with yet another MEVA employee. Thanks to mySAP CRM, customers can always assume that their projects, needs, and all prior contacts are known to any MEVA representative they may be speaking with.”

### **Getting the Message to the Right People**

Since the business of MEVA largely depends on personal contacts, all marketing activities are directed at individuals. “We are making extensive use of the flexible marketing features of mySAP CRM, which offer us a host of new possibilities,” reports Reutter. Through a custom-built selection and evaluation tool, marketers can target mailings – brochures, catalogs, and promotional offers – at specific recipients within customer organizations. Invitations and other correspondence relating to technical application training programs can be created and mailed to selected contacts, meeting specific criteria. Further campaign initiatives will follow. “Here, as with the other capabilities,” says Reutter, “mySAP CRM offers us a wealth of tools and functions to power our business. We have just begun to reap the benefits and we are eager to discover more of what this software can do for us.”

[www.sap.com/contactsap](http://www.sap.com/contactsap)

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