

## SAP Customer Success Story Industrial Machinery and Components – Electric Power Tools



**“Using the SAP software, the company can efficiently plan and execute focused and tightly targeted marketing campaigns.”**

Patrick Ganzmann, Chief Executive Officer, movento GmbH

### AT A GLANCE

#### Summary

Stuttgart, Germany-based C. & E. FEIN GmbH, one of the world's oldest and most innovative makers of electric power tools, implemented the mySAP™ Customer Relationship Management solution to gain greater insight into its end customers.

#### Web Site

[www.fein.com](http://www.fein.com)

#### Key Challenges

- Enable easy access to end-user data to expedite campaign management
- Respond quickly to market changes

#### Project Objectives

- Implement robust IT to enable data collection via company Web site
- Establish targeted marketing campaigns worldwide

#### Solution and Services

mySAP Customer Relationship Management

#### Why SAP® Solution

- FEIN's strong relationship with SAP and its extensive use of SAP® software
- The software's superior integration technology

#### Implementation Highlights

- Rapid implementation – from planning and analysis through go-live – achieved in just 90 days
- Plans now in progress to integrate all worldwide subsidiaries to allow local marketing campaigns

#### Key Benefits

- Enhanced global view of end customers – currently throughout 26 countries
- A growing customer database – initially an average of 500 registrations on the company Web site per month, with more expected as the rollout to subsidiaries continues
- Improved marketing ability via targeted marketing campaigns

#### Implementation Partner

movento GmbH

#### Existing Environment

- mySAP ERP solution
- SAP NetWeaver® Business Intelligence component
- SAP Business One solution

#### Database

Oracle

#### Hardware

Siemens

#### Operating System

Microsoft Windows

## C. & E. FEIN

### Innovative Developer of Electric Power Tools Uses the mySAP™ Customer Relationship Management Solution to Improve Marketing Ability via Targeted Marketing Campaigns

“Professional users in industry and trade know the name FEIN,” says Patrick Ganzmann, CEO of movento GmbH, implementation partner for the recent customer relationship management project at C. & E. FEIN GmbH. And so do many individuals interested in home improvement. In fact, millions of people around the world who use electric power tools to cut, drill, fasten, sand, polish, and saw know the name FEIN. And people who know software understand why FEIN chose the mySAP™ Customer Relationship Management (mySAP CRM) solution to help it boost sales.

Founded in Stuttgart, Germany, in 1867 by 25-year-old Wilhelm Emil Fein and his brother Carl, C. & E. FEIN began producing a steady series of acclaimed inventions, including the electro-medical inductor. Eventually, innovation led to the construction of the world's first electric power tool, the electric hand drill, in 1895 – and FEIN has been at the forefront of technical development in electric power tools ever since. Today, with nearly 850 employees and a new facility in Bargau, Germany, FEIN makes more than 200 tailored professional power tools for the widest possible range of applications, but it still closely guards its links to the original founding family.



Powered by innovation



## **A Worldwide Challenge**

Historically, FEIN has sold its products through indirect sales channels. “FEIN makes its products and then sells them through a partner network,” explains Ganzmann, “mainly dealers and wholesalers. Each country has its own dealer ecosystem, and in Germany in particular, there is a broad range of partners that sell FEIN products. For FEIN, this was a worldwide challenge.”

## **Capturing End-Customer Data**

“The marketing department employees were the drivers behind the CRM initiative,” says Ganzmann, “because they wanted to address the end customer with marketing campaigns. For example, if you are an end user and have a certain FEIN product, like the popular MultiMaster or any other product from FEIN, you would probably be interested in product updates and information about other products. Or, if you are applying your products in a certain industry – for example, the automotive industry – you would want FEIN to send you information about other related products.”

A number of ideas were considered, until FEIN landed on a CRM marketing strategy that was as ingenious as the tools it makes: the FEIN PLUS three-year warranty. “FEIN offered an irresistible incentive to its end customer,” explains Ganzmann. “By simply registering their new FEIN product purchases via the FEIN Web page and providing personal data to FEIN, the end users receive a strong incentive – an extended three-year FEIN PLUS service guarantee. This then gives us easy access to end-user data to expedite campaign management.”

End users learn about the FEIN PLUS warranty through flyers contained in each product package. The users are directed to the FEIN home page to register their new purchases and leave their personal information. “The customer data that is collected is important and includes the product and date purchased, the dealer location, the industry in which the product is being used,

and details like where the users live; their addresses, both regular and e-mail; and so on,” says Ganzmann. This data can be used for marketing campaigns to support either push-marketing initiatives targeting the end user or pull-marketing initiatives targeting the dealer.

“It was a closed-loop concept that considered the whole process,” Ganzmann continues, “from sending out the product to recording the end-customer data through the FEIN home page, to being able to utilize this data for direct marketing initiatives.”

**“Because you have to consider how the data is imported, how it is merged, and other difficult questions, in the end, mySAP CRM was the clear choice.”**

*Patrick Ganzmann, Chief Executive Officer, movento GmbH*

But to put these plans into action, FEIN needed a CRM solution as powerful as the marketing concept. And for that, it turned to the industry’s leading CRM solution provider: SAP.

## **Direct Channel Marketing Initiative**

For a limited time, FEIN considered an external solution from a Web page development company. But FEIN was already a heavy user of SAP® software – including the mySAP ERP solution and the business information warehouse functionality found in the SAP NetWeaver® Business Intelligence component. In addition, FEIN was rolling out the SAP Business One solution to its subsidiaries worldwide.

“The CRM solution was a little more expensive,” Ganzmann reports, “but the process integration was better by far when compared to the external solution. Because you have to consider how the data is imported, how it is merged, and other difficult questions, in the end, mySAP CRM was the clear choice.”

### **From Vision to Reality in Just 90 Days**

Led by implementation partner movento, FEIN completed the mySAP CRM implementation and the entire direct channel marketing initiative in just three months. During this time, it managed to perform a comprehensive analysis, set up Internet access to the FEIN Web page and the FEIN PLUS warranty offer, input data into mySAP CRM, and map its marketing processes according to its CRM objectives. The effort culminated with a successful go-live and rollout.

“We are now involved in the next phase of the project,” says Ganzmann, “which is to expand the warranty project and give the marketing employees throughout various subsidiaries access to the end-user data that we collect worldwide. They will use the SAP NetWeaver Portal component on FEIN’s central CRM system to access the customer data – and from there, perform customer segmentations and develop their local marketing campaigns.”

### **New Business Benefits**

One advantage of the Internet-based marketing campaign is that FEIN is able to measure its success directly by the number of registrations it receives on its Web page. “We can say now it has been a very successful project,” Ganzmann reports. “Soon after the Web site went live, FEIN began averaging more than 500 registrations per month. And the customers are from all over the globe – including Germany, Great Britain, Finland, France, Norway, Austria, Australia, the United States, and 18 other countries – 26 countries in all.” And FEIN expects more. “We did not do a big bang implementation,” Ganzmann explains. “We are

rolling the site out country by country, and since all the countries have not been live since the beginning, the number of registrations will only increase.”

With more than 10,000 product registrations already performed through the Internet, FEIN now has the statistically significant information it needs. It knows in which industries its products are being applied. It knows the geographical distribution of its products, and it knows how to reach its end users with useful information and generate cross-selling opportunities.

In short, mySAP CRM has given FEIN a system with a promising future.

Ganzmann concludes, “Using the SAP software, the company can efficiently plan and execute focused and tightly targeted marketing campaigns.”

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