



SAP AND MARKETING MANAGEMENT

MORE EFFECTIVE MARKETING THROUGH COLLABORATION

By upgrading to the latest release of the SAP® Customer Relationship Management (SAP CRM) application as part of its CRM Clear Vision Program, SAP AG transformed the way marketing and sales teams collaborate. With increased visibility and improved interaction, SAP realizes greater value from a more effective sales process.

QUICK FACTS

Company

- Name: SAP AG
- Locations: Walldorf, Germany
- Industry: High tech
- Products and services: Business software applications and services
- Revenue: €10.7 billion
- Employees: More than 47,500
- Web site: www.sap.com

Challenges and Opportunities

- Increase coordination and collaboration between sales and marketing departments
- Address the growing complexity of global marketing activities
- Simplify marketing processes
- Maximize marketing's contribution to revenue

Objectives

- Optimize marketing productivity by simplifying the user interface and automating core processes such as activity and lead management
- Minimize process complexity and increase data transparency to reduce funnel leakage
- Increase data visibility with a global marketing solution that enables a single version of the truth
- Leverage data to more effectively segment market populations
- Improve performance and usability of interaction center functionality

SAP® Solution and Services

SAP® Customer Relationship Management application

Implementation Highlights

- Performed thorough gap analysis to accurately scope the upgrade project
- Collaborated closely with all stakeholders – from management to end users – to meet all requirements
- Completed upgrade quickly due to strategic decision to implement functionality without customization wherever possible
- Implemented an improved user interface
- Upgraded interaction center functionality to run through a Web browser

Benefits

- More effective collaboration between sales and marketing teams due to improved transparency and support for collaborative tasks
- Increased employee productivity due to user interface enhancements that let users check account details, create contacts, view opportunities, and enter new leads
- Improved market segmentation functionality, allowing marketers to more effectively target specific audiences
- Better software performance due to a more efficiently designed version of SAP CRM
- Lower total cost of ownership and training overhead due to usability enhancements
- Ongoing support for business growth and evolution with a flexible solution

“With the latest release of SAP CRM, we’ve been able to improve performance, usability, and overall interaction between sales roles and other roles that support sales. This makes it easier for us to hit our sales targets and maximize sales revenue.”

Heather Loisel, Vice President, Global Marketing Operations, SAP AG

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