

BEHRINGER GmbH, Kirchartdt, Germany

Smart Customer Data Centrally Organized Thanks to SAP Hybris Cloud for Customer

 With the help of the structured customer data from the SAP Hybris Cloud for Customer and SAP ERP, we can keep an eye on all customer activities. We can also guarantee holistic supervision of the highly complex projects worldwide due to the mobile solution. Thanks to competent consultancy and professional project methodology, we launched the system with no difficulty.

Christoph Brauß, Head of SAP Business Processes, BEHRINGER GmbH

Challenges

- Demand for system support for the group-wide sales processes
- Establishment of a shared database for different business divisions
- Systematically addressing the customers through marketing and sales

Benefits

- CRM Cloud solution seamlessly integrated into SAP ERP
- Structured recording of customer demands, and hence systematically addressing the customer
- 360° view of the customer
- Establishment of the basis for a globally controlled sales process in the entire BEHRINGER Group

Solutions

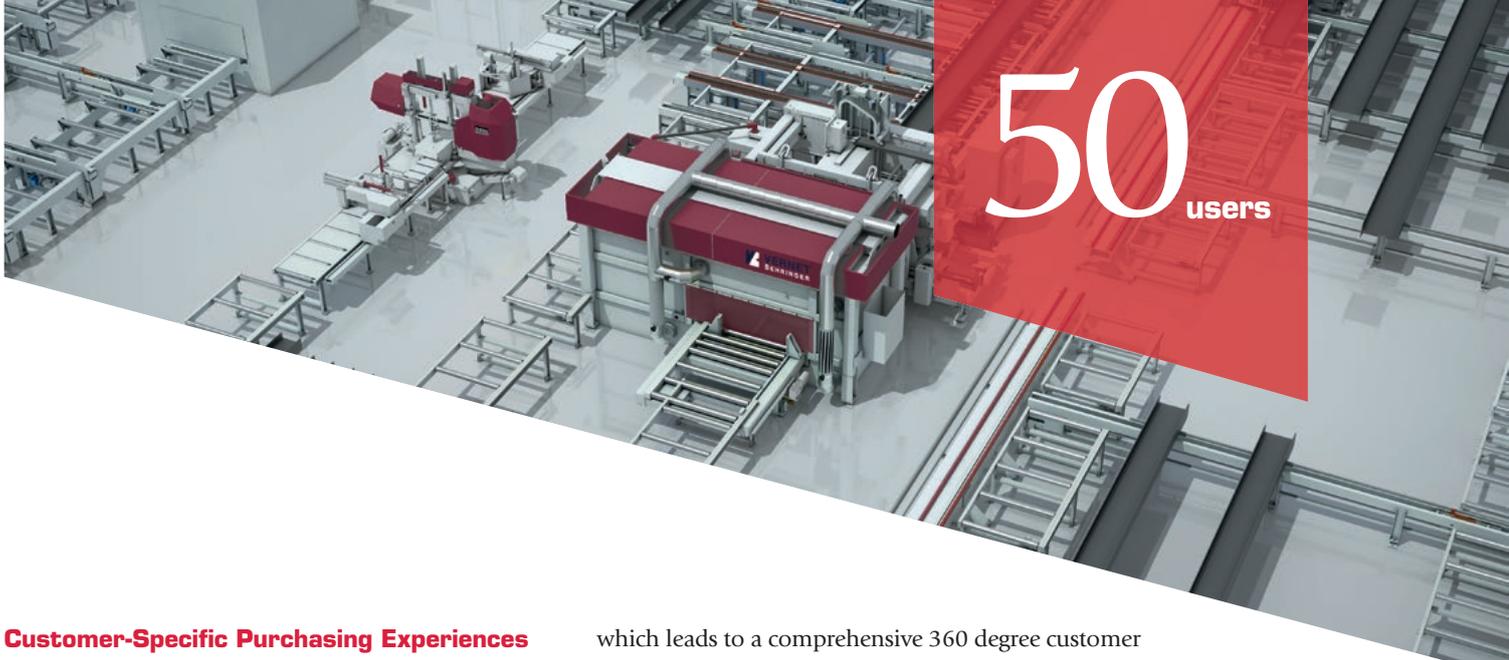
- SAP Hybris Cloud for Customer
- Process analyses and scoping workshops
- Implementation of a pre-configured HCI interface between SAP ERP and SAP Hybris Cloud for Customer
- Integration of Microsoft Outlook

Why itelligence?

- Certified Hybris partner with a focus on medium-sized companies
- Experienced, global network of experts
- Impressive presales
- Professional project methodology



5 months
Project runtime



50 users

Customer-Specific Purchasing Experiences

BEHRINGER GmbH is an owner-managed, medium-sized family company with a long tradition. Trustworthy technology and a willingness to continuously further develop oneself and one's processes are the company's defining features. The BEHRINGER Group is today one of the world's leading suppliers of powerful band and circular saw technology.

Digital communication channels create many new contact points with customers. At every point, data is generated, and it must be viewed, collected and regularly updated. In order to collect its customers at every contact point in the future and offer them customized support, BEHRINGER GmbH opted for the modern CRM solution, SAP Hybris Cloud for Customer. The international launch started in 2016 for Germany and the USA. The other national companies will follow.

Personal Purchasing Experiences despite Digital Channels

The SAP Cloud solution was implemented following comprehensive process analysis and scoping workshops. A pre-configured HCI interface was used to integrate the customer data into the existing business processes in a logical manner. This interface guarantees the bidirectional synchronization of customers and contact partners between SAP ERP and Hybris Cloud for Customer.

BEHRINGER GmbH collects and structures the customer data using this solution. The evaluation is performed using analytical functions. A large data quantity thus forms the basis for smart information,

which leads to a comprehensive 360 degree customer view. The company derives marketing measures for specific target groups from this and successfully implements them. The marketing and sales company divisions now update and use a shared database.

Implementation of this solution enabled the sales processes upstream of the order to be much more personal. Despite digital contact points, the customers are addressed individually. Preparing for visits on site is also accelerated thanks to rapid access to the relevant customer data. Following customer contact, customer demands are recorded in a structured manner. This increases the transparency of sales opportunities.

The new sales processes have been seamlessly integrated into the existing SAP ERP system. The new CRM system thus forms the basis for a globally controlled sales process in the entire BEHRINGER Group.

Data Security Thanks to Certified SAP Cloud Infrastructure

SAP Hybris Cloud for Customer is operated in a certified SAP computer center. With this solution, BEHRINGER has a professional customer master data management system that intercompany business between the national companies can also benefit from. No matter what country the customer is active in, he will be the focus of all BEHRINGER GmbH's activities in the future.

BEHRINGER

Company:
BEHRINGER GmbH

Industry:
Metalworking

Products:
Band and circular saws

Number of employees:
400 (2015)

Headquarters:
Kirchardt, Germany

Project sites:
Germany,
France,
United Kingdom,
China, USA

Website:
www.behringer.net