

COMPUTERWOCHE

360-Degree Customer View with SAP C/4HANA  
REMMERS LAYS THE GROUNDWORK FOR  
DIGITAL TRANSFORMATION WITH THOROUGHLY  
DIGITAL SALES PROCESSES

in cooperation with



Digitalized processes in sales and distribution create a 360-degree view of customers, accelerate the processing of service requests and enable smart visit planning: Remmers, a manufacturer of construction material technology, uses solutions from the SAP C/4HANA customer experience suite as well as the maihiro apps maiTour and maiConnect on the basis of the SAP Cloud Platform to build integrate, standardize, simplify and accelerate its sales operations. This lays the foundation for digital business transformation.

The family-owned company, founded by Bernhard Remmers 70 years ago in Lönigen, Lower Saxony, is among the most established international companies in the construction supply, wood color and paint industry. With 1,500 employees, Remmers develops and produces construction chemistry products for cellar sealing and facade maintenance, concrete maintenance, industrial floor coating, wood colors and paints for the furniture, wooden window and door industry, and industrial coatings for other sectors and applications. Remmers is represented in over 30 countries in Central and Eastern Europe with 15 independent subsidiaries and sales agencies. In 2018, the company had revenue of over 332 million euros.

## COMPREHENSIVELY DIGITIZING DATA AND PROCESSES

As part of a long term strategy which seeks to secure its continued commercial success in the future, Remmers wants to develop its market position internationally through organic growth. Important aspects of strengthening its competitive position include: pooling expertise in centers of excellence, investments in research and development, and optimized and frictionless production and logistics.

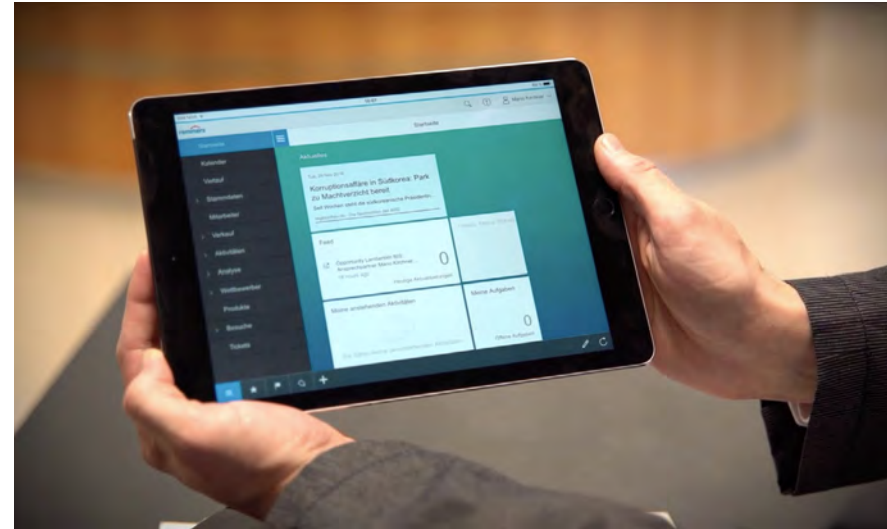


For Remmers, the optimization of sales processes is part of a long-term digitization strategy with the goal of harmonizing, simplifying and accelerating business processes.

“An important key for future business success also lies in comprehensively digitizing data and business processes in order to standardize and make them simpler, faster and more secure,” says Sebastian Jurth, Director of E-Commerce & Digital Services at Remmers.

## CONSISTENT AND UP-TO-DATE SALES INFORMATION

In sales and distribution, the foundation for this has been laid with the solutions SAP Sales Cloud and SAP Service Cloud in the SAP C/4HANA in-memory customer experience suite (CX) and cloud apps from the SAP partner maihiro based on the SAP Cloud Platform. Information on customers, networks and construction projects is now managed centrally, consistently and transparently in the SAP Sales Cloud. This ensures a 360-degree customer view and allows processes to be handled completely digitally, standardized across different locations.



Via the intuitive SAPUI5 interface of the SAP Sales Cloud app, sales-relevant data can be retrieved anytime and anywhere, and tasks can be performed consistently and efficiently – on a desktop computer or en route via tablet.

With cloud solutions from the SAP C/4HANA customer experience suite and cloud apps from maihiro, we create digital, consistent, efficient and transparent processes in sales, a 360-degree view of customers, dynamic visit-tour planning and continuous communication between external and internal sales.

Sebastian Jurth, Remmers

The employees in external and internal sales now work with consistent and up-to-date information, for example regarding revenue or contract business, which allows for an even more targeted approach and more efficient support of B2B customers than before. Information about offers and orders such as potential and revenue figures can also be viewed. Recorded information and tasks from meetings are immediately available in internal sales and can be processed right away.

## SALES INFORMATION ON IPADS INSTEAD OF ON PAPER

In the intuitive SAPUI5 interface, sales-relevant data can be called up anywhere and at any time in clearly visualized form. Tasks can be performed consistently and efficiently – either on a desktop computer or en route on a tablet. Mobile data access to SAP Sales Cloud, which is done with Apple iPads, is particularly valued by employees in external sales, who are generally the first to contact tradespeople, construction companies and construction material retailers.

They now present the range of Remmers products on iPads instead of paper catalogs – both online and offline. This means that the era of having to keep track of annoying bits of paper and the time-delayed forwarding of information via fax or e-mail has come to an end. Bringing along comprehensive customer portfolios and product catalogs is also no longer necessary.

## AT A GLANCE

**Company:** Remmers Gruppe AG

**Sector:** Construction material technology

**Project goal/type:** Digitization, standardization and simplification of sales processes with smart, dynamic tour planning for external sales and efficient communication between external and internal sales with cloud solutions from the SAP C/4HANA in-memory customer experience suite (CX) and apps from maihiro

**Solutions:** SAP Sales Cloud and SAP Service Cloud from the SAP C/4HANA in-memory customer experience suite (CX), maiTour and maiConnect from maihiro based on SAP Cloud Platform

**Consulting partner:** maihiro GmbH

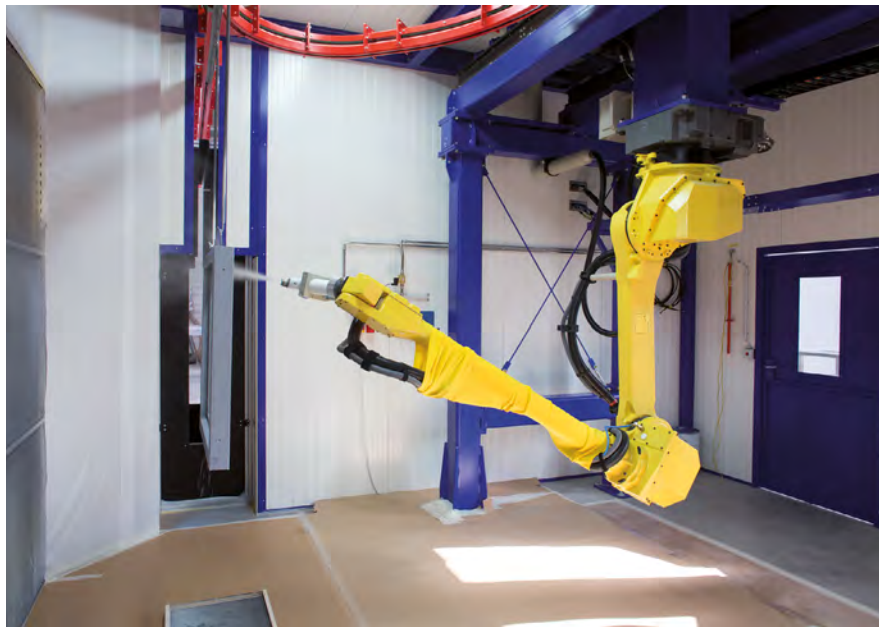
**New system environment:**

- SAP Cloud Platform for operating SAP Sales Cloud, SAP Service Cloud and apps from maihiro
- SAP Cloud Platform for linking SAP ERP and SAP Business Warehouse (SAP BW)

**Classification in digital transformation:** This project is part of a long-term digitization strategy with the goal of thoroughly digitizing, harmonizing, simplifying and accelerating business processes.

## WELL PREPARED IN TALKS AND NEGOTIATIONS

Using an iPad, sales representatives can also check the cloud solution at any time to see when a colleague visited or had talks with a customer in their region, and what agreements were reached. This is important for B2B customers who are attended to by several sales representatives or have contact with different Remmers departments. Adhering to the “one voice to the customer” principle, information given is now consistent and the same solutions are recommended.

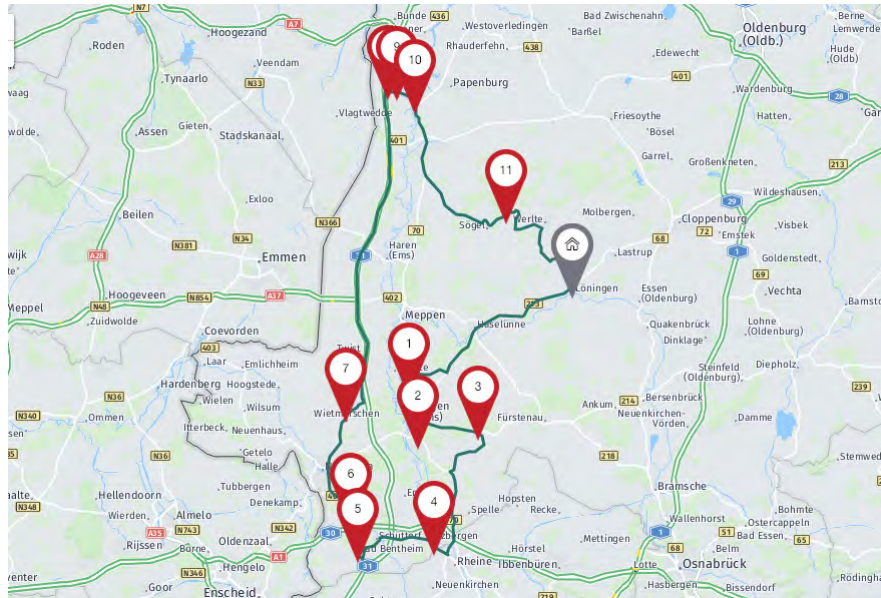


Not only the external sales force at Remmers is state-of-the-art: In the in-house excellence center, varnishes are tested using a 6-axis spray-painting robot.

While on their way to a visit, sales representative can call up information on their iPad about the customer and Remmers' competitors from SAP Sales Cloud and see their activities with this customer. The sales representative is extremely well prepared for talks and negotiations and can make the customer highly targeted offers or, if necessary, adapt an existing offer.

## REACHING MORE CUSTOMERS WITH INTELLIGENT TOUR PLANNING

This, as well as the optimized tour route planning with the maiTour app installed on the iPad integrated in SAP Sales Cloud, represents true added value. The latter tipped the scales at Remmers for maiTour because the solution Remmers was using before for route planning did not allow for seamless integration. With the maiTour app, external sales can plan visit routes dynamically and, thanks to optimized visit planning, can reduce the amount of miles traveled, and with it fuel consumption and costs. This is a service of the maiTour app that maihiro can offer as a result of its close cooperation and partnership with the PTV Group, the world's leading geo-optimization provider.



With the maiTour app, external sales dynamically plans optimized visit routes.

“Because sales representatives spend less time on the street, they have that much more time for key tasks like preparing and following up on customer visits. They can also choose to make more customer visits in the same time period than before,” Sebastian Jurth explains. Today visit reports can also be created much faster and more easily because they can be written on site on the iPad in SAP Sales Cloud immediately after a meeting.

### ADAPT VISIT ROUTES FLEXIBLY

maiTour automatically generates a list of suggested visits, taking into account relevant information such as the last visit date and the set visit frequency, which can be filtered according to sectors, potential sales and visit zones. During their tours, representatives

can concentrate on customers in their territory who currently offer the greatest sales potential with regard to the main product group, or customers where Remmers is faced with strong competitors. The maiTour app displays every route suggestion in an interactive map. If necessary, the external sales representative can adapt or expand it according to their personal preferences. maiTour also has traffic light functions. They signal deviations immediately, for example if the visit

“ To realize dynamic tour planning and to interlink it directly with sales processes, we also introduced the maiTour cloud app in connection with SAP Sales Cloud.

Sebastian Jurth, Remmers

frequency of every 30 days that has been set for a customer should not be adhered to. If the traffic light is red, quick action is needed. If it is yellow, the next visit date is coming up soon. A green traffic light means that everything is OK and no action is necessary. If a customer meeting is canceled or delayed, the representative uses the easy maiTour search function to find an appropriate customer in the area, and can visit this customer instead.

Optimally, maiTour is supplemented by maiConnect, another maihiro app. “It allows for convenient synchronization of appointments and their short reports, as well as relevant e-mails between SAP Sales Cloud and Microsoft Outlook, virtually in real time,” Sebastian Jurth explains.

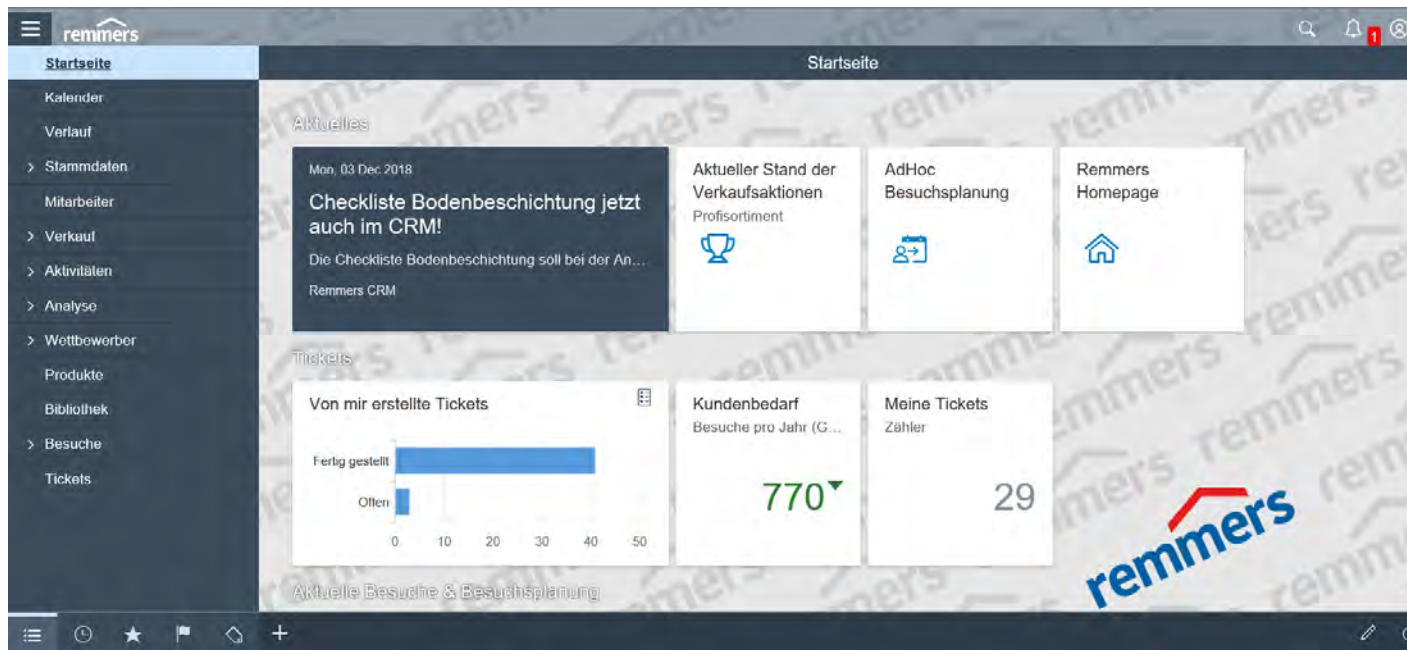
Learn more about the maiTour app at:  
[www.maitour.org](http://www.maitour.org)

## RAPID PROCESSING OF TASKS AND SERVICE REQUESTS

Now communications between employees in external and internal sales also run more smoothly. Complaints, claim reports, requests for modification of shelves at retailers and orders for advertising materials are handled completely digitally and therefore very quickly and efficiently in SAP Service Cloud. Customers also benefit from this, and their satisfaction increases. The practical advantages of such a digital process chain can be seen when ordering advertising materials. External sales use the SAP Service Cloud service function on the iPad to determine which customer wants advertising

materials. The sales representative opens a service ticket, chooses the desired items in a screen form and concludes the process.

The service ticket is automatically assigned to the employee in internal sales, who is in charge of this and can process it immediately to put together the advertising materials. The printing of supporting documents is also initiated from the service ticket, and these documents accompany the shipment. In case of a complaint or claim report, photos from the iPad can also be integrated in the service ticket for documentation.



With the CRM home page, external sales has access to the most important KPIs at a glance – and, thanks to responsive design, with the same appearance on all devices.

## SEAMLESS INTEGRATION WITH THE SAP BACKEND

The decisive factor in the selection of SAP Sales Cloud, SAP Service Cloud and the maihiro apps was that they best matched the requirements at Remmers for supporting the processes. Via SAP Cloud Platform Integration, they are seamlessly linked with the backend from SAP ERP and SAP Business Warehouse (SAP BW) to form a homogeneous hybrid SAP landscape. This not only creates a seamless data flow between the SAP Cloud and on-premise solutions, but also allows for direct integration of sales-relevant BW evaluations in SAP Sales Cloud.

maiConnect creates a real-time view of the scheduling that we exchange between SAP Sales Cloud and Microsoft Outlook, and also allows relevant e-mails to be synchronized.

Sebastian Jurth, Remmers

The fact that the cloud solutions and apps run on the SAP Cloud Platform in the SAP high-performance computing center in St. Leon-Rot also played an important role in the decision. This guarantees that data and processes are available 24/7, and with the highest degree of security and integrity. The SAP

partner maihiro was commissioned with consulting and implementation. maihiro has many years of expertise with SAP solutions in the area of customer experience and the integration of on-premise and cloud software. Thanks to the close cooperation of all participants and the use of agile methods, the demanding digitization process was performed



A comic strip was also part of the communication strategy for the introduction of the SAP Sales Cloud App

swiftly. According to Sebastian Jurth, intelligent change management in connection with a continuous communication of its benefits made a very substantial contribution to the project's success. This allowed countering possible reservations of designated users, which had a positive effect on acceptance.

Learn more about the SAP Cloud Platform at: [cloudplatform.sap.com/index.html](https://cloudplatform.sap.com/index.html)



## A LOT TO DO REGARDING DIGITIZATION

Sebastian Jurth draws a positive conclusion: “With cloud-based digital processes and smart visit planning, we provide more efficiency, speed and transparency in sales and lay the groundwork for a digital business transformation.” The next steps are immediately ahead: the integration of global customer data into the SAP Sales Cloud and continuously rolling out to the individual locations. In parallel, the installed cloud solutions and apps are continuously improved and expanded to include new functions that promise commercial benefits, while regular training sessions familiarize end users with new features.

The introduction of the SAP Marketing Cloud solution is also planned, so that in the future customers will be presented with customized offers and recommendations based on a fine-grained segmentation and selection. This is designed to also improve the interaction between sales and marketing, and provide external sales with a clear view of marketing activities. The use of SAP machine learning technologies is also being considered, for example to recognize complaints in certain patterns and to gain knowledge that can be used to improve products and services.

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