



WILSON TOOL INTERNATIONAL

BUSINESS TRANSFORMATION STUDY

AT A GLANCE

Industry	Industrial machinery and components
Employees	500
Location	White Bear Lake, Minnesota
Web Site	www.wilsontool.com
SAP® Solutions & Services	SAP CRM application, SAP E-Commerce application, SAP for Mill Products solution portfolio

With a presence in virtually every industrialized nation, Wilson Tool International is the world's leading independent producer of tooling systems for sheet metal manufacturers. It employs the industry's largest dedicated tooling sales force and backs its products with highly trained technical support staff. Wilson Tool's continued global growth can be attributed to a focus on product innovation, quality, and reliability – and a drive to ensure its customers' success.

Key Challenges

- Enable global growth
- Improve ease of doing business
- Provide a full view of customers
- Support sales and service processes covering hundreds of highly specialized products
- Reduce order-handling errors

Why SAP Was Selected

- Comprehensive applications for integrating customer relationship and manufacturing processes
- Solid functionality – engineer-to-order integration and product configuration support for sales orders
- The only software supplier that could meet all company requirements
- Benefits of a single vendor

Implementation Best Practices

- Aligned with high-level strategic goals
- Minimized customization
- Ensured data accuracy
- Focused on reducing manual processes
- Pursued continuous functionality improvement

Low Total Cost of Ownership

- Rapid 9-month implementation
- Quick time to value
- Minimized investment by leveraging master data in existing SAP® software
- Reduced training costs with interactive product-order guide

Financial and Strategic Benefits

- Improved customer service with reduced order errors and number of returns
- Ability to take international orders at any time and grow the business without increasing staff
- Positioned for better visibility into customer payment status for reducing outstanding receivables
- Efficiency enhanced by 8%

Operational Benefits

- Initiated the engineer-to-order process rapidly
- Improved efficiency for customers
- Enabled personalized access – including customer-specific pricing and tailored catalog views





“We’re on a journey – with the key objective of making it easier for our customers to do business with us as we grow. SAP applications provide a fully integrated solution supporting that commitment.”

Miles P. J. Burd
Senior Business Analyst
Wilson Tool International

“The SAP CRM e-commerce solution has our competition beat, hands down. Nobody has the kind of capability we’re developing.”

Mark Haupt
IT Manager
Wilson Tool International

Engineering E-Commerce Capabilities

For more than 40 years, Wilson Tool International has been dedicated to creating innovative tooling solutions for punch presses, press brakes, and punch and die components for the stamping industry. The company is known for the high quality and reliability of its products, and – as the world’s largest independent manufacturer of tooling systems – is well positioned in numerous national markets. Internal sales staff, sales engineers, and distributors can communicate in local languages, respond quickly to requirements, and bring new products to market that benefit Wilson Tool’s 20,000 customers around the globe.

Building on this success, Wilson Tool recognized the need to develop its online presence to thwart competition and enable further global growth. The company’s customers increasingly expected to be able to access information about products, execute order transactions, and view order status at any time – even after business hours – to support their own operations. Moreover, developing an e-commerce capability would help fulfill the company’s goals of improving productivity, enhancing its customers’ ease of doing business, and ensuring customer loyalty.

Selecting SAP® Customer Relationship Management

After considering several solution providers, Wilson Tool selected SAP to provide its e-commerce foundation. Management found that the e-commerce functionality of the SAP® Customer Relationship Management (SAP CRM) application would best meet the company’s immediate needs for integrating with manufacturing processes enabled by SAP® software – and provide a platform for future growth.

The Right Tools for Complex Customer Needs

Implementation of the SAP E-Commerce application was complicated by the company’s need to duplicate traditional sales channels. For example, Wilson Tool often designs products to fulfill specific customer requests (85% of sales come from configurable products), requiring that alternate parts be incorporated in the final product configuration.

The SAP solution has met these and other specific demands. SAP CRM offers an integrated engineer-to-order functionality that’s initiated when a customer places an online order and attaches appropriate electronic documents. Partial material variants are available in the online catalog to facilitate the flexibility of the final configuration. Moreover, Wilson Tool was able to use SAP E-Commerce to support credit card transaction processing, enable access to customer-specific pricing, and provide catalog views tailored for individual distributors and customers.

Customer Stamp of Approval

Through its SAP CRM e-commerce implementation, Wilson Tool has made substantial progress along its journey to improve service for its customers while reducing costs. More than 250 customers are regularly using the system. The company is processing an increasing percentage of its order volume through its Web site and has already achieved one-third of the productivity gains targeted with the implementation. Moreover, Wilson Tool is now able to gain greater insights into its customers by consolidating data collected from all sales channels.

Above all, customers are increasingly satisfied. They’re pleased with the depth of functionality of the company’s new e-commerce system and the benefits it provides.