ECLIPSE AVIATION
JET MAKER USES ENHANCED SAP® SOFTWARE USABILITY TO SUPPORT SALES TEAM

QUICK FACTS

Industry
Aerospace and defense

Employees
1,962

Headquarters
Albuquerque, New Mexico

Web Site
www.eclipseaviation.com

SAP® Solutions and Services
SAP® Customer Relationship Management, SAP Interactive Forms by Adobe, SAP Ramp-Up

Implementation Partners
SAP Consulting, Q Data USA, and Astral Technology Group

Eclipse Aviation Corporation – manufacturer of the world's first very light jet – wanted to better support its sales force in their pursuit of high-value orders. Building on an original implementation of SAP® software to integrate core business processes and systems, Eclipse deployed the latest release of SAP Customer Relationship Management. The upgrade, implemented in just 8 weeks, offers a consistent, streamlined user interface for efficiently managing sales leads.

ECLIPSE
AVIATION

Key Challenges
- Support sales and presales processes better
- Increase user adoption of the SAP® Customer Relationship Management application in sales, customer care, and marketing
- Integrate front-end and back-end processes
- Efficiently manage total customer life cycle
- Support growth with scalable infrastructure
- Sustain highest level of collaboration with regulators, partners, customers, and employees

Implementation Best Practices
- Project prepared and tuned according to user community needs
- Careful estimates of time and effort before implementation
- Engagement with platinum-level internal and external consultants
- Use of SAP Ramp-Up methodology for process flow, coaching, and consulting
- Use of test sandbox prior to upgrade

Financial and Strategic Benefits
- Increased usability for more efficient sales and prospecting processes
- Increased rate of sales opportunities
- Improved internal and external communications

Why SAP Was Selected
- Faster time to benefit
- Single technology platform
- Enhanced user interface
- SAP solution consulting experience
- SAP Ramp-Up program coaching and consulting

Low Total Cost of Ownership
- Avoided cost of purchasing nonintegrated sales system
- Quick and on-time implementation in only 8 weeks
- Increased user adoption
- Accelerated implementation via SAP Ramp-Up methodology

Operational Benefits

Key Performance Indicator	Impact (+ or –)%
User adoption within sales organization	+85%
Increase in sales productivity	+40%
Increase in customer care productivity	+40%
Increase in marketing efficiencies	+15%
Reduction in total configuration time	-15%
Reduction in system training	-50%
Increase in ease of use of day-to-day operations	+40%

SAP

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Integrated Processes, Winning Sales

Eclipse Aviation Corporation is well known as an innovative maker of very light jets (VLJs) – the company's clients can customize their aircraft to meet exactly their own needs. Part of Eclipse's recipe for success lies in its comprehensive and responsive approach to customer service, and the firm recognized early on that it needed an integrated software solution to support its sales and service efforts. And the solution would have to support managing all aspects of the sales cycle and customer relationships. With a core SAP® solution in place since 2003, Eclipse – privately owned and based in Albuquerque, New Mexico – recently enhanced support for its sales and service professionals by upgrading to the latest release of the SAP Customer Relationship Management (SAP CRM) application. To ensure fast, cost-effective results, Eclipse also leveraged the SAP Ramp-Up program.

Enhanced Sales Support

After the rollout of SAP software in 2003, Eclipse realized the business process and system integration it viewed as essential. The firm's HR organizational structure, material and customer master data, equipment records, and its use of the SAP Interactive Forms software by Adobe was all integrated. Eclipse had initially used the sales and service interaction center in the SAP solution to track all activities associated with prospects and customers and manage

campaigns. However, while the solution met the company's integration need, Eclipse's sales force was looking for even better support for sales prospecting and closing high-value orders for the company's aircrafts.

In 2007 Eclipse's sales team learned about the usability enhancements in the latest release of SAP CRM and made the case for an upgrade. "The ROI was simple," says Mike Burianek, senior manager for SAP CRM, production, and security at Eclipse. "If we could increase usability to help sell just one more aircraft, the project would pay for itself." The sales team also wanted to go live quickly and on a tight budget. As a result, Eclipse decided to take full advantage of the SAP Ramp-Up program.

SAP Ramp-Up: Fast and Efficient

The SAP Ramp-Up program provided just the right framework for Eclipse; the firm had participated in previous programs and was already familiar and comfortable with the process and risks involved. Using the program's scoping document, Eclipse established a schedule for completing the project in just eight weeks. And from SAP's receipt of the Eclipse request to fast-track its nomination for the program to the actual delivery of the software took only eight days.

A six-person project team – augmented by an SAP consultant with user-interface experience and SAP Ramp-Up expertise – carried out the implementation with very few custom developments. In fact, the latest SAP solution proved ideal: the project required no programming, and the

team used the SAP component workbench to make changes to the standard configuration. "The whole SAP Ramp-Up process flow was excellent," says Burianek. "The support system was outstanding. We felt that SAP was a stakeholder in the project, not just a vendor."

Live after Eight Weeks

When the project completed eight weeks later, Eclipse staff were up and running with the streamlined and consistent user interfaces for marketing and customer care processes, including activities related to managing sales leads and opportunities. The sales team members now benefit from the integration of sales-related activities in both their Microsoft Outlook in-boxes and Web browsers. At the same time, the team can still use offline SAP Interactive Forms to capture information about prospects at trade shows, just as they did prior to the upgrade. In addition, Eclipse's marketing staff can track accounts and manage and automate campaigns using Web-based forms.

Because the latest release of SAP CRM makes key sales and marketing functions easier to use, Eclipse has seen an increase in user adoption. Lead tracking as well as sales, call center, marketing operations, and business reporting are all more efficient. There are fewer errors, daily activities are more productive, and new hires need less training. And, ultimately, customers are more satisfied.

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