



# LPG SYSTEMS

## ENABLING THE FULL POTENTIAL OF THE BUSINESS

### QUICK FACTS

#### Industry

Life sciences – medical devices and scientific instruments

#### Revenue

€60 million

#### Employees

220

#### Headquarters

Valence, France

#### Web Site

[www.lpgsystems.com](http://www.lpgsystems.com)

#### SAP® Solutions and Services

Supporting corporate strategy with the SAP® ERP application and the sales and marketing functionality of the SAP Customer Relationship Management application

#### Implementation Partner

Aegis Consulting SARL

#### Key Challenges

- Reap the full potential of technological innovations
- Replace an aging, unsupported enterprise resource planning system that was on the verge of collapse
- Provide better IT support for the company's growth strategy
- Improve corporate agility and scalability
- Increase customer focus

#### Implementation Best Practices

- Enlisted key users with strong analytical, communications, and change management skills
- Obtained strong sponsorship from the board of directors to mobilize employees
- Made it an enterprise project, not just IT
- Performed 1-shot implementation to maximize integration and quality
- Managed project rigorously and transparently
- Maximized the use of SAP standards to reduce customization

#### Financial and Strategic Benefits

- Streamlined business processes
- Heightened visibility into manufacturing and supply chain operations
- Increased the quality, reliability, and consistency of information
- Improved internal information sharing via dashboards, for better decision making
- Improved external information sharing via portal, for better customer satisfaction
- Enabled more targeted marketing and sales campaigns
- Improved understanding of customers

#### Why SAP Was Selected

- Support for highly integrated business process flow
- Proven track record
- Strong customer references
- Impact of the SAP name with customers, suppliers, and employees
- Availability of strong implementation methodology and partners skilled in its use

#### Low Total Cost of Ownership

- Finished implementation within 9 months, ahead of schedule
- Met budget
- Saved time and costs through use of best practices supported by SAP® software
- Held customization to a minimum
- Retired legacy system

LPG Systems S.A. developed a revolutionary technique for reducing cellulite, but the legacy software and manual processes in place limited its business potential. By moving to the SAP® ERP application and adopting the best practices it supports, LPG lifted the barriers, raised productivity, and increased agility. LPG added the SAP Customer Relationship Management application to increase its focus on customers and cut the cost of communicating with them.

#### Operational Benefits

Key Performance Indicator	Impact
Manufacturing and supply chain productivity	+15%
Annual closing time	-30%
Marketing and communication expense	-20%
Cost per campaign	-5%
Cost to serve a customer	Decreased
Sales productivity	Increased
Customer satisfaction	Increased



“SAP software has delivered important benefits to both our customers and our internal users in sales and management with efficient, modern tools that allow them to do their jobs more effectively.”

Phillippe Angotta, Manager, Customer Relationship Management, LPG Systems S.A.

[www.sap.com/contactsap](http://www.sap.com/contactsap)

## Novel Technology Promises Growth

LPG Systems S.A. provides rolling massage machines that beauty and healthcare professionals use to reduce cellulite and provide body contouring. Traditionally, these treatments entailed surgical approaches such as liposuction or the use of toxic drugs. Instead, LPG uses a safe, noninvasive technique called Endermologie, invented by the firm's founder, which is rapidly gaining acceptance worldwide.

LPG knew its revolutionary technology had the potential to spur exponential growth, but also that the business applications it had in place would stand in the way. This software was so old that support was no longer available. Business processes were manual, and key information that the company's leaders needed to support their growth strategy was slow to be delivered.

## Implementing SAP® ERP Opens Doors

To reap the promise that its innovations deserved, LPG resolved to replace the aging platform with a modern, integrated, fully supported solution with the scalability to eliminate ceilings on growth. In the SAP® ERP application, the firm found exactly that: a solution that provided all the functionality for running fundamental business processes along with support for best practices that optimized those processes.

For help LPG enlisted Aegis Consulting SARL from the SAP partner ecosystem, which brought extensive implementation experience. Among the team's achievements was a set of dashboards to optimize delivery of information to management. By following the proven SAP methodology and keeping customization to a minimum, LPG and Aegis beat the schedule by going live in just nine months. “The key to our success was that it was an enterprise project, not an IT project,” says Phillippe Angotta, LPG's customer relationship management manager. “Key users of each function were involved in all phases from requirements definition to finally going live.”

## SAP CRM Enables Customer Focus

In one specific area, managing customer relations, LPG Systems went beyond the basics incorporated in SAP ERP by adding the SAP Customer Relationship Management (SAP CRM) application. “We wanted to improve our understanding of our customers and industry trends, provide better service, and make sales and marketing campaigns more tightly focused,” explains Angotta. “SAP CRM provides all the necessary functionality and is tightly integrated with SAP ERP. This integration means real-time exchange of vital information that our top management needs to make decisions, our marketing experts need to optimize campaigns, and our sales force needs to close business and keep customers satisfied. SAP CRM is far and away the most cost-effective and powerful solution we examined.”

With help again from Aegis, LPG went live with SAP CRM shortly after the SAP ERP implementation. A highlight was the development of a customer portal that saves communications costs while improving customer satisfaction.

## Limits on Growth Are History

The move to SAP software delivered all the benefits LPG expected. Streamlined, automated processes prevail in materials requirements planning, invoicing, and many other areas. Productivity has leaped dramatically throughout the company. Accurate information speeds in real time to top decision makers and to finance, which can close the books much faster. Transparency is up in all departments, especially manufacturing and supply chain operations. Marketing campaigns are more effective and less expensive.

Overall, LPG is now a much more agile organization, as evidenced by its success in folding three previously separate subsidiaries into the main corporate framework. Most important, the limits on growth are gone, and LPG is finally positioned to capture the full potential of its technological innovations.

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