



## STATE INDUSTRIAL PRODUCTS

### SAP BUSINESS TRANSFORMATION STUDY

#### AT A GLANCE

<b>Industry</b>	Chemicals
<b>Revenue</b>	Over \$100 million
<b>Employees</b>	Approximately 1,000
<b>Location</b>	Cleveland, Ohio
<b>Web Site</b>	<a href="http://www.stateindustrial.com">www.stateindustrial.com</a>
<b>SAP® Solutions and Services</b>	mySAP™ Customer Relationship Management (mySAP CRM) application for contact management, activity management, and sales order entry; mySAP ERP application

For more than 90 years, State Industrial Products Inc. (SIP) has committed itself to solving facility maintenance and cleaning problems with high-quality products and personal service. The company offers market-leading drain maintenance and air-care programs – combined with innovative cleaning systems, maintenance supplies, and auxiliary programs. SIP's three divisions market nearly 70,000 products to a range of customers – from single customers to large private and public institutions.

#### Key Challenges

- Enable mobile sales staff to enter orders while on the road
- Offer easy-to-use contact and activity management
- Improve productivity of field sales associates
- Create single view of customer data
- Consolidate CRM applications on one platform

#### Why SAP Was Selected

- Met company requirements for mobile sales
- Enabled seamless integration with SAP® R/3® software (functionality now found in the mySAP™ ERP application)
- Allowed industry-specific customization

#### Implementation Best Practices

- Determine business needs and implementation benefits
- Conduct workshops with stakeholders
- Identify implementation challenges through gap analysis
- Build on existing infrastructure where feasible
- Implement strong project management practices
- Develop quality, easy-to-use applications
- Train and support end users

#### Financial and Strategic Benefits

- Lower licensing costs via consolidation of systems
- Savings in the cost of administrative functions
- Up to 10% less time to process orders in the field

#### Operational Benefits

- Increased productivity of sales associates
- Single view of customer data across all touch points
- Improved contact and activity management
- Optimized pricing capabilities

#### Lessons Learned

- Implement CRM one component at a time
- Test implementation under many conditions
- Use a consulting partner with demonstrated success
- Make time for user training and communicate often



**“SAP [software] has truly increased our ability to process transactions from all areas of the business most effectively.”**

Brian Limbert, Corporate Controller, State Industrial Products Inc.

**“By consolidating our systems into mySAP CRM, we can cut our license costs dramatically, help optimize productivity, and improve the pace at which we bring in new business.”**

Bill Rady, Director of Information Services, State Industrial Products Inc.

### Optimizing Customer Service

State Industrial Products (SIP) is a leading provider of quality cleaning and maintenance solutions for the industrial, institutional, and commercial markets. In 2004 SIP realized that – to develop more personalized customer interactions – its staff needed access to a single view of customer-related information. At that time, field sales associates on the road had no access to real-time information about accounts or customer-specific pricing. Consequently, while associates were on the road, they were unable to provide pricing plans tailored to the needs of individual accounts or to react to the pressures of competitive pricing. The associates needed access to integrated customer, pricing, and inventory information via their laptops.

### Customized Implementation

SIP’s first priority was to find a solution for its field sales associates – implementing the mobile sales component was critical. After reviewing several options, SIP selected the mySAP™ Customer Relationship Management (mySAP CRM) application and the SAP® Mobile Sales packaged solution. These applications best met SIP’s requirements and were also the most easily integrated with the back-end SAP R/3® software SIP already used. (SAP R/3 functionality is now found in the mySAP ERP application.)

The project started with workshops for key sales associate stakeholders. To provide consulting support, SIP also brought in BearingPoint Inc. Throughout the project, SIP used short but frequent meetings to communicate progress reports to its staff.

To monitor progress and determine potential issues and challenges, the project team used gap analysis to compare existing processes with new requirements. As a result, the team determined they needed to create some bar-code scanning features and order-entry functionality. The customization, which took approximately six weeks, was critical to the success of this project. There followed extensive system testing under a wide range of conditions. Finally, the field associates were trained and the system went live.

### mySAP CRM and SAP Mobile Sales Improve Efficiency

SIP is reaping the benefits of its customized mobile CRM solution. Field associates now have real-time access to comprehensive, up-to-date information on not only customer accounts but also on fluctuations in inventory and pricing. This information allows them to provide customers with more accurate quotes and to process orders more quickly in the field. As a result of the implementation, the time required by the field sales force to process orders is up to 10% lower.

### The Next Phase

Future plans include improving operations in the collections management group. Through its implementation of mySAP CRM and SAP Mobile Sales, SIP has already improved its customer relationships and has laid the foundation for long-term growth in the future.