



**OKI**<sup>®</sup>  
PRINTING SOLUTIONS

**OKI DATA AMERICAS**

## SAP BUSINESS TRANSFORMATION STUDY

### AT A GLANCE

<b>Industry</b>	High tech – printing solutions and services
<b>Employees</b>	600
<b>Location</b>	Mount Laurel, New Jersey
<b>Web Site</b>	<a href="http://www.okidata.com">www.okidata.com</a>
<b>SAP<sup>®</sup> Solutions &amp; Services</b>	SAP <sup>®</sup> Customer Relationship Management application (mobile sales and analytics) and SAP ERP application
<b>Implementation Partner</b>	The Sage Group

Oki Data Americas Inc., a subsidiary of Oki Data Corporation of Japan, provides world-class printing technology and solutions designed to manage workflow and optimize business performance. Recognized as one of the leading color printer manufacturers in the United States and ranked number 1 in impact printing, Oki Data Americas boasts a complete product portfolio that increases business productivity, performance, and profitability. Its strong customer collaboration and customer service have enabled Oki Data Americas to grow 30% over the last two years.

#### Key Challenges

- Improve 3-month pipeline visibility
- Implement a centralized account and activity management system
- Increase efficiency of sales and inventory forecasting to meet new requirements
- Institute a new lead management system

#### Why SAP Was Selected

- Best fit for all of Oki Data Americas's requirements
- Seamless integration with existing SAP<sup>®</sup> software environment
- Strong reporting functionality
- Nonhosted solution important to strategic vision

#### Implementation Highlights

- Implementation in less than 4 months
- Simultaneous rollout across United States, Canada, and Latin America
- Rigorous change management
- Strong project governance
- Reduction in licensing fees
- Built on existing infrastructure

#### Lessons Learned

- Adopt a strict time management plan
- Use a consulting partner with expertise in relevant functional area
- Make time for user training despite tight schedule
- Adjust project scope in light of tight deadlines

#### Financial and Strategic Benefits

- 7% increase in sales over prior year in a flat market
- Significantly improved view of pipeline
- Greater efficiencies in inventory management
- Reduction by 3 days per month in the amount of time required to prepare sales reports

#### Operational Benefits

- Optimized pipeline visibility
- Increased accuracy of sales and inventory forecasting
- Optimized lead management
- Improved account and activity management



**“SAP CRM was the only solution that met all of our criteria.”**

George Rears, Systems Development Manager, Oki Data Americas Inc.

**“Because of the improved pipeline visibility that resulted from the SAP CRM implementation, our directors and sales managers make better use of their time during the weekly attack plan meetings.”**

Maggie Dominguez, Senior Systems Analyst, Oki Data Americas Inc.

### **Smart Sales Force Automation with SAP® CRM**

As a leading provider of printing technology and solutions for business, Oki Data Americas Inc. strives to achieve a level of customer engagement that is unrivaled in the industry. In 2005, as Oki Data's business opportunities continued to grow, its executive management realized that it needed better pipeline visibility. Up to this point, disparate systems had been used for contact, opportunity, and account management. Sales reps were inputting the same information into two systems, and executives' view of the pipeline was fragmented.

This situation was aggravated by a new policy that required Oki Data Americas executives to submit rolling inventory forecasts. For example, if a customer required 1,000 printers over a 10-month period, executives needed to provide a month-by-month breakdown of inventory requirements by individual product. Neither of the existing systems could accommodate this requirement. So the search began for an integrated sales force automation system that could meet Oki Data's needs.

### **Rapid Implementation**

After considering a number of customer relationship management (CRM) programs, including salesforce.com, Oki Data Americas executives selected the SAP® CRM application. According to George Rears, system development manager, “SAP CRM was the only solution that met all of our criteria.” Since Oki Data was already a heavy user of SAP software, integration with the existing SAP software environment was seamless, and licensing costs were kept in check. And because Oki Data wanted to customize the software and to be able to “own” the data both physically and legally, a nonhosted solution on the SAP NetWeaver® Portal component made the most sense.

An aggressive schedule was set in January 2006 with the goal of having the new system ready in time for the April national sales meeting. The Sage Group was brought in as a consulting partner. Strong project governance resulted in the adjustment of requirements along the way to enable the project team to meet its schedule.

In April, system testing and user training took place. The implementation went live on April 24, 2006, and was rolled out to the United States, Canada, and most of Latin America.

### **The Benefits of Improved Pipeline Visibility**

With the implementation of SAP CRM, Oki Data Americas's pipeline visibility has improved significantly. This has led to optimized forecasting and inventory management. Maggie Dominguez, senior systems analyst for Oki Data, explains that efficiencies due to improved inventory management capabilities “have allowed us to bring in lower inventory.”

With one centralized system for opportunity and account management, Oki Data Americas has reduced by three days per month the amount of time required to prepare sales reports. And because sales reps, their managers, and the sales operations staff have more accurate sales reports and multiple views of the pipeline, time at planning meetings is better spent. Oki Data has reported a 7% increase in sales year-to-date – a stunning achievement in a flat market.

### **Continuous Improvement**

Future plans call for the development of goal- and time-based reporting functionality and better integration with Microsoft Office programs. As its sales force automation system evolves, Oki Data Americas will be able to sustain its high level of customer and channel partner support well into the future.