



CHERRY

AT A GLANCE

Profile

Industry	High-tech diversified electronics
Revenue	€206 million
Employees	2,100
Location	Auerbach, Germany
Web Site	www.cherry.de
SAP® Solutions and Services	mySAP™ Customer Relationship Management application, including channel management, interaction center, marketing, and e-commerce functionality; SAP NetWeaver™ Portal component, and mySAP ERP application
Implementation Partner	SAP® Consulting

Cherry Corporation, founded in 1953, is a U.S.-based global leader in the development and production of computer input devices (CIDs), which include computer keyboards, mice with integrated reading devices, electrical switches, sensors, and controls for diverse markets. Based in Auerbach, Germany, Cherry GmbH operates 8 facilities throughout Europe. Cherry's German business is segmented by automotive, CIDs, and switches and controls. The CID business segment implemented the mySAP™ Customer Relationship Management (mySAP CRM) application to better understand market needs and achieve continued growth. In doing so, Cherry believed mySAP CRM could help build lasting relationships with its network of partners, dealers, retailers, and customers.

Key Challenges

- Make it easier to do business with Cherry
- Improve existing distributor relationships
- Help indirect channels to sell more effectively
- Increase the number of high-quality partners
- Help new IT dealers develop sales channels
- Increase number of new IT dealers
- Grow computer input device sales by 10% annually

Why SAP Was Selected

- Software met business requirements
- Earlier customer relationship management deployment was successful
- SAP® Consulting could act as a ramp-up partner and coach
- Software could be implemented quickly and at low cost
- Company had a long-standing partnership with SAP

Implementation Best Practices

- Implementation shaped by strategic business objectives
- Strict procedures set up to keep projects on track
- Standard functionality kept project on time, under budget
- Communication via detailed documentation was effective
- Executive sponsorship made CRM part of company culture
- Key sales and marketing contacts involved from start

Low Total Cost of Ownership

- Realize rapid, on-time implementations
- Control implementation costs
- Deploy without extra sales, marketing, and IT personnel

Financial and Strategic Benefits

- Grew computer input device sales by 10%
- Increased overall profitability
- Raised number of partners by 400%

Operational Benefits

- Increased number of partner orders from 50 to 200 per year
- Reduced order-handling cycle time
- Optimized market performance
- Lowered costs to register new IT dealers





“The step-by-step creation of our CRM landscape minimizes our risks and helps us reap the benefits of smaller projects sooner. The implementation of mySAP CRM in 14 weeks confirms this strategy.”

Alois Eckert, Business Requirements Analysis Manager, Cherry GmbH

“With mySAP CRM, we can aim our marketing activities at specific target groups or goals, and we no longer have to fall back on external resources.”

Andreas Lindner, Marketing Manager, Cherry GmbH

Achieving a More Profitable Channel Network

As a global leader in developing computer input devices for consumers, Cherry GmbH strives to boost brand awareness, customer loyalty, as well as optimize the efforts of its direct and indirect sales channels. In 2003, faced with steady competition and lacking brand awareness in the marketplace, Cherry executives decided they wanted to grow the business annually by 10% while making it easier for customers to do business with them. The existing systems with their manual processes could not accommodate the business requirements and planned optimization.

So the search began for an integrated marketing solution that would include functionality for campaign, interaction center, and partner channel management.

Cherry and Partners Both Benefit from Customer Relationship Management Implementation

After considering a number of customer relationship management (CRM) programs, Cherry executives selected the mySAP™ Customer Relationship Management application. The company had been an SAP customer since the 1980s when its enterprise resource planning software was implemented. Cherry's familiarity with SAP® software and the functionality within mySAP CRM — including campaign management, interaction center and partner portal, content management, partner e-shop, and partner life-cycle management software — met all their requirements.

As a result of Cherry deploying mySAP CRM, its partners now have personalized information about current products, events, and campaigns and have the ability to directly order products, point-of-sale materials, fact sheets, and brochures

using the partner portal. Cherry offers special incentives to new IT dealers upon registration, including “welcome packages” that include free keyboards and demo products.

mySAP CRM Improves Overall Satisfaction of IT Dealers and Indirect Partners

mySAP CRM has been significantly beneficial to the Cherry business strategy by providing the organization with efficient and cooperative partner-related processes, resulting in greater satisfaction and loyalty. Its improved brand awareness programs resulted in an increase in new IT dealers from 500 to 4,000.

Continuous Process Improvement Planned

Future plans call for the implementation of e-service software that will create a database chronicling problems and solutions within the computer input devices business segment, and enabling that information to be accessible to partners, IT dealers, and customers.

In addition, Cherry plans to implement partner analytics and business intelligence software, which would enable partners to use the mySAP CRM portal functionality to view the revenue created from their sales of Cherry products. In doing so, Cherry will be able to better analyze field data to make more informed strategic business decisions and report on compliance. The organization also plans to implement the SAP Global Trade Services application to help manage complex international trade relationships and establish standard cross-border training.

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