PROPEX

AT A GLANCE

Industry	Mill products
Revenue	US$750 million
Employees	3,150 worldwide
Location	Chattanooga, Tennessee
Web Site	www.propexinc.com
SAP® Solutions & Services	mySAP™ CRM (mobile sales and analytics functionality) and mySAP ERP applications
Implementation Partner	Ingenium Technologies

Headquartered in Chattanooga, Tennessee, Propex Inc. is a leading manufacturer and marketer of predominantly polypropylene-based fabrics and fibers used in construction materials, furnishings, and a wide range of other applications. Generating more than US$750 million in annual revenues, Propex strives to provide high-quality products on time and at the right price. With offices in North America, Europe, and Brazil, Propex products are sold in more than 40 countries.

Key Challenges

- Implement system for managing opportunities, activities, and contacts
- Develop a customized lead integration system
- Increase pipeline visibility
- Develop robust reporting capabilities

Why SAP Was Selected

- Met all criteria including strong functionality for managing opportunities and activities
- Offers integrated mobile sales solution
- Integrates seamlessly with existing SAP® software
- Includes strong reporting functionality

Implementation Best Practices

- Strong project management
- Buy-in from top management
- Train-the-trainer approach
- Engagement of both management and sales reps during implementation
- Strong technical partner

Low Total Cost of Ownership

- Built on existing infrastructure
- Integrated mobile sales component
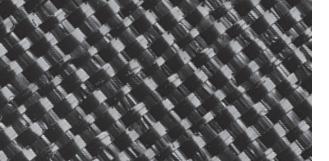- Implemented within 21-week deadline

Financial and Strategic Benefits

- Improved pipeline visibility
- Reduced time to ramp up new employees
- Increased sales team's productivity
- Improved forecasting

Operational Benefits

- Saw 7-fold increase in number of prequalified leads received by reps each week
- Reduced new employee ramp-up time by 75%
- Increased opportunity and activity management efficiencies
- Optimized reporting capabilities
- Reduced time spent on lead qualification

Optimizing Pipeline Visibility with mySAP™ Customer Relationship Management

As a leading global producer of fabrics and fiber for the geosynthetics, furnishings, concrete, and industrial markets, Propex Inc. provides exceptional service and creates a competitive advantage for its customers by finding solutions to their greatest technical challenges. In early 2006, the sales team in the construction materials group was without a dedicated lead qualification group and lacked comprehensive pipeline visibility. This posed distinct challenges for both management and sales representatives.

For management, inadequate pipeline visibility made it difficult to forecast sales and understand the total cost of selling into developing markets. Instead of selling products, sales reps spent too much of their time qualifying and tracking inaccurate or irrelevant leads.

As a result, Propex executives started looking for a standardized customer relationship manager (CRM) solution that would provide prequalified leads to sales reps and reliable pipeline information to managers. The new software would require excellent functionality for managing opportunities, activities, and contacts, as well as reporting functionality.

During this same period, Propex acquired fiber manufacturer SI Corporation and adopted their SAP® software infrastructure. In its quest for a new CRM system, Propex wanted to leverage the SAP software environment in order to contain costs and reduce implementation time — a critical consideration since the implementation had a 21-week deadline.

Propex selected the mySAP™ Customer Relationship Management (mySAP CRM) application — due primarily to its cost-effectiveness and efficiency. Because the company required comprehensive reporting functionality, it was important that the solution could easily integrate with existing SAP business warehousing software. In addition, the sales team wanted to view and update information when disconnected from the back-end solution. To achieve this, Propex chose mobile sales functionality within mySAP CRM to augment the solution.

Accelerated Implementation

Propex needed to integrate sales leads from a McGraw-Hill database into the new CRM solution. It also wanted to minimize the amount of time sales reps spent searching for and qualifying leads. Subsequently, Propex arranged for them to receive customized search results. Next, Propex partnered with Ingenium Technologies to develop a custom solution for exporting search results to the CRM software based on predefined criteria.

The entire CRM implementation was completed in 21 weeks. Buy-in from top management and end-user engagement from the beginning was crucial to the project's timely completion. Propex trained the project team and the end users. Following a train-the-trainer approach, the company established regional sales managers as power users trained field representatives via weekly WebEx online conference sessions.

A Sharpened Focus on Opportunities

The mySAP CRM implementation benefited both management and the sales staff. For sales management, the new solution resulted in increased pipeline visibility across all customer touch points and improved forecasting.

For the sales team, lead qualification time was reduced from one day per week to fewer than four hours. In the 18 months since the go-live date, the sales reps received more than 6,500 prequalified leads, with each one receiving roughly eight new leads per week. In addition, the time to ramp up new employees has been reduced by 75%.

Future plans call for broadened use of request-for-quotation functionality and interaction center deployment. With its implementation of mySAP CRM, including its mobile sales functionality, Propex is driving the changes to ensure its long-term growth.

THE BEST-RUN BUSINESSES RUN SAP™

SAP