



# COMPUTER SCIENCES CORPORATION

## DRIVING SALES BY IMPROVING PIPELINE VISIBILITY

### QUICK FACTS

#### Industry

Professional services

#### Revenue

US\$14.9 billion

#### Employees

87,000

#### Headquarters

El Segundo, California

#### Web Site

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

#### SAP® Solutions and Services

SAP® Customer Relationship Management application, SAP NetWeaver® Portal component, SAP NetWeaver Business Intelligence component

#### Implementation Partner

Implemented in-house with support from the SAP Consulting organization

To enable growth, Computer Sciences Corporation (CSC), a leading global technology and business services provider, wanted to integrate its sales processes and create a single view of customer data. The company implemented a sales force automation system based on the SAP® Customer Relationship Management application. CSC gained a single, scalable software solution that rapidly integrates customer and pipeline data and provides a holistic view of potential business to maximize sales opportunities.

#### Key Challenges

- Support the deployment of a methodology for global business development
- Integrate sales information and processes
- Gain more accurate pipeline information
- Present a single view of the customer
- Establish consistent global data fields to improve reporting validity
- Improve processes for reporting, forecasting, and opportunity qualifications

#### Implementation Best Practices

- Establish a phased approach to worldwide implementations with little customization to speed implementation and reduce costs
- Engage SAP® Consulting to develop initial blueprinting, then implement with internal resources to contain costs
- Leverage in-house SAP expertise and consulting best practices to streamline the implementation

#### Financial and Strategic Benefits

- Improved communication and collaboration
- More complete, reliable pipeline information
- Improved forecasting and opportunity qualifications
- Improved account visibility for client-relationship executives
- Greater global visibility, tracking, and reporting of leads
- More effective cross-business unit referrals
- Greater scalability to absorb acquisitions
- Increased speed in integrating acquisitions

#### Why SAP Was Selected

- CSC's corporate commitment to a single application platform across the enterprise
- SAP's experience in enterprise software
- Relationship with SAP

#### Low Total Cost of Ownership

- Single global instance means fewer interfaces to minimize IT and maintenance costs
- Central database reduces effort required for application maintenance and support
- Scalability supports growth strategy without additional investment

#### Operational Benefits

Key Performance Indicator	Impact
Time to generate monthly global pipeline report	-94% (down from 36 hours to 2 hours)
Time to integrate acquisition-related pipeline and customer data	-67% (down from 12 weeks to 4 weeks)
Consistency of pipeline measures across business units	100%



“By having one global instance of the software, we can look at things from a holistic perspective, enable consistent reporting, and understand our pipeline better to predict revenue.”

Lyn Burchfield, Vice President, Global Outsourcing Services, Computer Sciences Corporation

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

## Establishing a Common Sales Platform to Support Growth

Global IT and business services provider, Computer Sciences Corporation (CSC), had created a corporate business development methodology to establish consistent company-wide communication with customers and prospects. CSC sought a common customer relationship management (CRM) platform to deploy this methodology and provide a single source of customer data to improve the accuracy of pipeline information. CSC's disparate Lotus Notes, Microsoft Excel, and ACT! software not only made it difficult to get a global view of the pipeline, but pipeline definitions and stages were inconsistent across business units. Nor were the applications scalable. With the company's growth-through-acquisition strategy, CSC needed a platform that would enable rapid data integration and scalability.

After thoroughly researching the major CRM solutions on the market, CSC selected the SAP® Customer Relationship Management application as basis for its new global sales force automation (g2 Path) solution. “SAP CRM supports the single global instance our salespeople require, and it produces the single sales pipeline that top management needs,” says Lyn Burchfield, vice president of Global Outsourcing Services. “Plus, it is a scalable solution that enables the rapid integration of pipeline and customer data.”

## Implementing with Ease

CSC implemented the software in three phases, and within nine months SAP CRM was live for CSC's entire worldwide sales force. For the implementation, CSC tapped the skills of its own SAP system integration experts, but for some key aspects they called on SAP Consulting to assist. “We asked SAP Consulting to apply their expertise to review the initial blueprint our people created and again later in planning security aspects of the implementation,” says Burchfield.

For such an ambitious undertaking, the g2 Path project went very smoothly, including the migration of all existing customer data. “We met all our goals within our target time frame and actually finished up under budget,” reports Burchfield.

## Increasing Effectiveness and Improving Forecasting

g2 Path has brought the kind of global visibility to its sales efforts that CSC expected. “Now that our salespeople have visibility into one another's sales successes, they are better able to identify opportunities to sell complementary services to the same customers, leading to more upselling and cross-selling success,” Burchfield says. “It's helping us present a single CSC face to the client, which, along with our improved timeliness, is increasing customer satisfaction and retention.”

## Boost Productivity on the Road

Almost immediately after completing the project, the team began implementing a number of enhancements. CSC has integrated g2 Path with the SAP NetWeaver® Portal component, which will provide salespeople with another access option and boost productivity even further. CSC is also embracing the marketing functionality in SAP CRM to unify the company's many marketing groups to benefit from one another's experiences and coordinate planning of marketing campaigns.

## Enabling Corporate Strategies

CSC has defined a corporate strategy to drive growth and a high-margin mix of services across the company's lines of business. This strategy has two key components where SAP CRM is a key enabler. As CSC pursues targeted acquisitions, SAP CRM will provide the single CRM platform that enables rapid integration of pipeline and customer data, ensuring quick alignment of sales cycles and visibility for executive management. Also, as the company works to penetrate emerging and midsize global outsourcing markets, SAP CRM will provide CSC with a platform that has the capacity to handle a large number of deals while providing a consolidated view at each level of management.

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