



## MILTENYI BIOTEC

### SAP® CUSTOMER RELATIONSHIP MANAGEMENT HELPS BIOTECH LEADER STAY ON TOP

#### QUICK FACTS

“SAP Customer Relationship Management is an extremely powerful tool with a state-of-the-art user interface that will allow us to serve our customers better.”

**Dr. Alexander Horst**, Project Manager,  
Miltenyi Biotec GmbH

#### Company

- Name: Miltenyi Biotec GmbH
- Headquarters: Bergisch Gladbach, Germany
- Industry: Life sciences
- Products and services: Reagents and instruments for cell biology, immunology, regenerative medicine, and molecular biology
- Revenue: More than €100 million
- Employees: More than 1,000
- Web site: [www.miltenyibiotec.com](http://www.miltenyibiotec.com)
- Implementation partners: T-Systems Enterprise Services GmbH (Frankfurt, Germany), RSP Unternehmensberatung GmbH (Wiehl, Germany)

#### Challenges and Opportunities

- Unify customer information from multiple databases
- Automate activity management and administrative tasks for increased efficiency
- Provide advanced reporting for business intelligence

#### Objectives

Install single customer relationship management (CRM) platform across worldwide operations

#### SAP® Solutions and Services

- SAP® Customer Relationship Management application (functionality for sales, order, opportunity, and campaign management)
- SAP NetWeaver® Business Warehouse component

#### Implementation Highlights

- Rolled out software in 9 months
- Participated in the SAP Ramp-Up program to take advantage of newest functionality
- Configured software to accommodate complex customer interrelationships
- Received dedicated support from SAP “developer angels”

#### Why SAP

- Comprehensive functionality meeting wide range of customer’s requirements
- User-friendly Web-based interface, helping ensure high user acceptance
- Software’s ability to tightly integrate with preexisting SAP software for enterprise resource planning

#### Benefits

- Streamlined and automated processes, resulting in time savings and a greater customer-centric focus
- Improved quality of customer information
- Enabled managers to measure sales force performance, lead/opportunity status, and campaign effectiveness

#### Existing Environment

- SAP software for enterprise resource planning
- Non-SAP CRM system



Miltenyi Biotec GmbH is number one in its field – and wants to hold on to that top spot. That’s why the company implemented the SAP® Customer Relationship Management (SAP CRM) application, says Dr. Alexander Horst, a trained biologist and project manager at Miltenyi. “The competition is getting stronger, so we really need to optimize our processes to maintain our leadership position,” he says. “We need to ensure our operations are as efficient as possible.”

Miltenyi offers more than 1,500 products and services related to cell biology, immunology, regenerative medicine, and molecular biology, serving 100,000 customers worldwide in universities, hospitals, and research facilities. Some 250 Miltenyi users working in sales, marketing, and technical support use SAP Customer Relationship Management. Internal and external salespeople rely on SAP CRM to plan customer visits, enter activities and opportunities, follow up on leads created by the sales office, and issue quotations. Marketing employees make customer presentations and document them – along with customer contacts – as activities in SAP CRM, while tech support logs customer inquiries, issues, and other contacts as activities.

Quotations that turn into sales are transferred to the SAP software for enterprise resource planning for order processing. SAP CRM is also tightly integrated with Miltenyi’s non-SAP applications – when salespeople send e-mails from SAP CRM, the correspondence shows up automatically in Microsoft Outlook via integration with Microsoft Exchange Server. “We also rely on an outside partner for e-mail campaigns,” Horst

says. “We create target groups in SAP CRM and export the information to the partner, who sends out the e-mails, analyzes click rates, and transfers the feedback to SAP CRM for our sales reps.”

Miltenyi will next link SAP CRM with the SAP NetWeaver® Business Warehouse component. Says Horst, “This will enable our salespeople to search for information on accounts, contacts, and activities and information associated with a particular geographical area, including navigation data. We want to be able to report on opportunities, leads, and activities. We also want to report on sales numbers by customer and product.”

This kind of information integration is the strength of SAP software. “We really like the fact that we can link activities,” says the biologist. “There are many things our people do today manually that we’d like to automate – like reminding salespeople to do follow-ups. For example, two weeks after a rep has sent a sample to a customer, he or she will be reminded via e-mail to contact that customer to get feedback on the product. Also, our sales reps currently

create monthly reports manually – we want to automate that process, along with campaign management.”

That’s the efficiency Miltenyi says it needs to sustain its leadership position. Says Horst, “The ultimate goal is more automation – which will lead to time savings. This will enable salespeople to focus more on the customer and less on administrative tasks. And it will allow management to measure key performance indicators like sales force performance, lead and opportunity status, and campaign effectiveness.”

### **New Market Thrust Requires New Solutions**

Miltenyi’s previous system for customer relationship management couldn’t support these objectives. Says Horst, “It was a basic customer database with some CRM features. The system could not support the increasing database size; it was often difficult to work with and prone to crashing. People maintained data on their desktops and had to communicate with the server, leading to data loss. And the system had no interface with our existing SAP software.”

Miltenyi is also introducing a new product into the market – which was another impetus for implementing a new solution. “To effectively market the new product, we needed to be able to organize customer and product information much better than before, while ensuring a greater level of detail,” Horst says. “And because the new product is more service intensive, we needed the ability to organize service on a single platform.”



“SAP CRM provided the functionality we needed, including a Web-based interface that would ensure high user acceptance. It also would integrate easily with our preexisting SAP enterprise solution.”

Dr. Alexander Horst, Project Manager, Miltenyi Biotec GmbH

Previously, Miltenyi was relying on three different databases that were stored in its SAP enterprise solution, the old CRM software, and a non-SAP solution used by its service department. The systems did not communicate well. Says Horst, “If you want to provide excellent service, you need to work with one solution and one set of master data. Otherwise it will be very difficult to ensure clear communication across the different departments involved in providing the service.”

Miltenyi evaluated a number of vendors before selecting SAP CRM. The company engaged an external vendor that maintains a list of 120 companies offering CRM software solutions, with documentation of each solution’s features. Miltenyi submitted its requirements, narrowed down its choices, and invited the finalists to make demonstrations and solve test cases. SAP and its CRM application came out on top. Says Horst, “SAP CRM provided the functionality we needed, including a Web-based

out SAP CRM across five countries – Germany, Austria, Switzerland, the United States, and Canada – in nine months. SAP Ramp-Up enables SAP customers to implement the newest version of SAP software solutions as soon as they become available. Customers benefit from accelerated support channels and dedicated coaches with direct access to SAP product development; all issues are given priority handling. “We received excellent support during the SAP Ramp-Up program, especially from SAP ‘developer angels’ who came on-site to assist us with various requirements,” Horst says.

Miltenyi engaged two partners in the project: T-Systems Enterprise Services GmbH (Frankfurt, Germany) and RSP Unternehmensberatung GmbH (Wiehl, Germany).

T-Systems, an SAP partner, entered Miltenyi into the SAP Ramp-Up program. The corporate customer unit of Deutsche

RSP, which brought extensive SAP CRM knowledge to the project, is an international IT consultancy focused on SAP software, specializing in CRM, procurement, and finance management, as well as business workflow and portal technology. RSP helped Miltenyi customize SAP CRM to accommodate the company’s differing regional requirements across Europe and the United States. It also helped tailor SAP CRM to accommodate some of the unique characteristics of Miltenyi’s customers.

“Our customers are mostly researchers in universities or hospitals who operate within a complex hierarchy and network structure,” Horst says. “In an educational institution, you have a university as the umbrella organization, and then you have different clinics or institutes. Each institute can contain different departments; each department might have different labs. Our end customer usually is in the lab, which means we need to define this lab within the overall customer structure. This is a big strength of SAP CRM – it has the flexibility we need to define complex customer fields and multiple levels of hierarchical relationships.”

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Dr. Alexander Horst, Project Manager, Miltenyi Biotec GmbH

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### SAP Ramp-Up Ensures Newest Version of SAP Software

The Bergisch Gladbach, Germany-headquartered company participated in the SAP Ramp-Up program, rolling

Telekom AG, T-Systems provides information and communications technology for both multinational and public institutions. It took responsibility for the SAP CRM/Microsoft Outlook interface, activity management, definition of partner roles, campaign management, and ongoing application management after the implementation.

### SAP CRM Enhances Customer Collaboration

Miltenyi now plans to roll out SAP CRM across the rest of its operations located in 15 countries around the globe. The company also wants to introduce more reporting tools, additional campaign management functionality, complaint management software, and what it calls a collaboration database. “Our clinical

marketing arm undertakes a number of collaborative efforts with clinical researchers," Horst says. "We want to have all this information in a single database so that every person and department can view the details of these joint R & D projects."

That transparent view of collaborative research company-wide will enhance customer service for Miltenyi, as its multi-disciplinary R & D departments are constantly developing novel reagents and

instruments used in immunology, cell and molecular biology, bioinformatics, and stem cell technologies. "Researchers working for researchers" is the way the company describes its operations.

Says Horst, "SAP Customer Relationship Management is an extremely powerful tool with a state-of-the-art user interface that will allow us to serve our customers better."



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