

Enhetlig säljprocess i 14 länder, SAP Sales Cloud



Jens Landgren
Key Account Manager, OEM



Jonas Anger
Senior CX, Implema



Content

- Intro OEM
- Wanted improvements
- Success Factors
- Demo
- Lessons learned
- Result
- Future
- Q&A



Who are OEM International?

- One of Europe's leading technology trading groups
- HQ in Tranås
- Turnover 3,3 billion SEK

37

business units

14

countries

500

Sales reps/PMs

400

suppliers

340,000

materials

100,000

customers



What was the situation?

- System landscape
 - SAP ERP
 - SAP BI
 - Webshop
 - EDI
- SAP CRM On-Prem
 - Integrated
 - 7+ years
 - One major upgrade
- Integration important



Wanted: same sales process in 14 countries



Standard processes



Agile system



Mobility



UI



Cloud



Analysis



What were the success factors?



Strong project team



- Main representatives from each sub-organisation
- Representing different countries, sometimes different, sometimes similar, ways of operating
- Continuous group and work process, leads to accountability



Solution demo

- Landing page with Daily check – common KPI's
- Opportunity fit to process
- Document flow incl. ERP integration
- "Customer Visit to Invoice"





What did we learn?

- Accountability in decisions
- Forcing the internal dialogue
- Solution step-by-step



What did we get?

- An updated system
- User satisfaction
 - Mobility
 - UI
 - Analytics
 - Integration
- Unity despite being different



Where can we go from here?

- Possibilities in the Cloud
 - OEM to focus on process
 - Using current and future functionality
- Extending solution
 - Marketing?
 - Leads generation?
 - Teams-integration?



Questions?



Jens Landgren, KAM, OEM
+ 46 75 242 44 39
jens.landgren@oemmotor.se



Jonas Anger, Senior CX, Implema
+ 46 72 745 16 22
jonas.anger@implema.se



Peter Söderholm, KAM, Implema
+ 46 8 503 124 86
peter.soderholm@implema.se

