

»ISEC7 Mobility for SAP CRM has simplified our sales processes and significantly boosted the efficiency of our field sales team.«

Joachim Deitz, Head of CRM Villeroy & Boch



VILLEROY & BOCH ACCELERATES ITS PROCESSES WITH **ISEC7 MOBILITY FOR SAP CRM.**

THE CLIENT



The headquarters of Villeroy & Boch are located in Mettlach, in the Saarland, and its production facilities are based in Europe, Mexico and Thailand. With its bathroom and wellness and tableware products, the company is represented in 125 countries. The product range includes ceramic bathroom collections, shower, bath and whirlpool systems, as well as dinner services, crystalware, cutlery, accessories and gift items. The listed company, which was founded in 1748, has a long history going back more than 260 years.

Villeroy & Boch currently employs about 7,840 employees around the world and generated revenue of 744 million Euro in 2012.

For the company's more than 200 sales representatives, it is essential to have access to client and partner data at any time. Therefore, a mobile communications solution was sought that would ensure this, and also meet other company-specific requirements.

THE CHALLENGE

The goal was to give sales representatives working away from the office quick access to relevant information, without having to log onto the company network and CRM system using a notebook and mobile dial-up access. In addition, the chosen solution should help to improve the communication with customers, partners and internal departments. Villeroy & Boch defined a set of precise requirements and features, including: a simple search for partners and contacts, phoning directly from the application, creating sales prospects and contacts, managing activities and tasks, construction projects and opportunities, functions for reporting to partners and/or area levels, displaying inventories, checking availability, showing connections and displaying and managing marketing attributes. The new solution also needed to work across all platforms.

THE BENEFITS

With ISEC7 Mobility for SAP CRM, all the relevant CRM information can be accessed by the field sales team at any time via mobile device. Time-consuming preparation for client visits by creating printouts can be avoided. Activities and data can be updated while on the go. Sales representatives can therefore act more quickly and efficiently.

In addition, the mobile application also supports and facilitates communication with clients, partners and also with own departments, such as the Internal Sales or Marketing department. ISEC7 Mobility for SAP CRM is cost-effective and readily customisable with in-house ABAP expertise.

THE SOLUTION

Villeroy & Boch opted for ISEC7 Mobility for SAP CRM. This solution provides mobile access to partner, client and company data and includes all the required features.

Client development is omitted, a basic feature for integrating new device types. Backend add-ons can be implemented with standard ABAP, that is, with in-house expertise. Thanks to the caching function, relevant data is also available offline. Authorised sales representatives can access reports from SAP BW, which is restricted to defined partner information. The entire field sales team for bathroom and wellness and tableware is now using the App. Its use for technical field sales for the mobile processing of complaints is currently being investigated.



ABOUT ISEC7 GROUP

The ISEC7 Group is a global provider of mobile business services and software solutions. The company was one of the first movers in mobilizing company and business processes. Today, ISEC7 has numerous renowned companies and governmental organizations as committed customers. The company continually invests in the

evaluation and development of new technologies. ISEC7 solutions, such as B*Nator, Mobile Exchange Delegate and ISEC7 Mobility for SAP have proven to be groundbreaking in the mobility sector. B*Nator, a comprehensive globally applicable MDM solution, has been presented as the »Most Innovative

Enterprise Application« by BlackBerry. ISEC7 Mobility for SAP allows access to SAP backend without the need for additional middleware. ISEC7 was founded in Hamburg / Germany in 2003. The company operates globally with offices in Germany, USA, Switzerland, Spain and Brazil.

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