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SAP Business Transformation Study | Industrial Machinery and Components | GEA Group | PUBLIC

How Can Customer Contact Make the World That Little Bit Better?

“Engineering for a better world”: The most important target for GEA Group, which it strives to achieve by offering the most modern processing technology. An important aspect for this is to create smooth collaboration between marketing, sales, and service – worldwide.



How Can Customer Contact Make the World That Little Bit Better?

Approximately one quarter of all milk and around half of all beer produced worldwide is manufactured by GEA Group equipment or applications. The company is one of the largest suppliers of process technology for the food industry and a wide range of other industrial sectors. With time, its line of business has developed and procedures are becoming more international and more complex. In order to remain agile and promote further growth, the group restructured its operations presenting the ideal opportunity to reconsider its CRM processes.

The many individual processes and IT solutions needed to be combined into one single, unified system. A system that, at the click of a button, would deliver transparent information to each and every authorized sales, marketing, or service user – worldwide. With SAP® Hybris® solutions, GEA now collates all customer information into one central source. Sales employees can keep informed on current projects or customer relations from any site – even when already on the way to them.



“Speed matters. Customers expect us to **respond promptly to requests**. We are now better able to fulfil this expectation in the future.”

Tobias Kahmann, Head of Business Area Equipment Marketing, GEA Group AG

One integrated system: GEA marketing staff can generate precise campaigns for target groups in an instant. Information gained, such as contact details or generated leads, can then be used by sales colleagues. Marketing, sales, and service teams operate in unity which saves time and improves customer satisfaction.



One

central source for complete customer data and interaction



Faster

processing of customer requests



Mobile

use on all devices – even offline



Aligning **Marketing, Sales, and Service** with SAP® Hybris® Solutions.

GEA Group AG
Düsseldorf, Germany
www.gea.com

Industry

Industrial machinery and
components

Products and Services

Solutions for the food-
processing industry,
Processing technology,
Components and services for
sophisticated production
methods

Employees

17,000 (2016)

Revenue

€ 4.5 Billion (2016)

SAP® Solutions

SAP® Hybris® Sales Cloud
SAP Hybris Marketing Cloud
SAP Jam™
SAP Cloud Platform
Integration

When your business becomes more complex and customers more demanding, it is necessary to assess your processes and adapt them to suit new requirements. This was the case with GEA Group. As part of a restructure, the group revised its customer-related processes and, among other things, made them suitable for the digital age with SAP® Hybris® solutions.

Before: Challenges and Opportunities

- Replace fragmented CRM landscape with harmonized processes for marketing, sales, and services
- Establish one central, unified, and continuously up-to-date data source for all customer-related information
- Structure marketing and sales activities more effectively and make them more customer-oriented

Why SAP

- Data security and data protection were important factors for GEA, and guaranteed to be of highest standard with SAP
- Standard integration into SAP backend solutions such as SAP ERP
- High user acceptance due to intuitive user interface
- Mobile friendly – online and offline

After: Value-Driven Results

- More extensive customer knowledge due to all customer activities being systematically recorded – from first contact, through a marketing campaign for example, to the conclusion of a contract or after sales service
- Customer-specific and demand-oriented advice through cross-functional transparency for each customer, taking all current data protection and data security requirements into account
- Sales staff have access to customer data from any location, at any time – even during customer meetings
- More efficient, global collaboration between front and back office, such as between local sales teams and the central engineering center

“By **harmonizing CRM processes for the entire group, we are all on the same page and have access to the same data. This saves us a huge amount of effort in terms of coordination.”**

Marcus Renger, OneGEA CRM Project Lead IT, GEA Group AG



SAP Hybris (v)

Fast

response time – valued by customers

Integrated

system for marketing, sales, and service

360

degree view of every customer for
greater transparency

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