

Brasif: Increasing Field Personnel Productivity with Apps Built on SAP® Cloud Platform



A key player in Brazil's machinery sector, Brasif Máquinas has a **deep understanding of its customers and a solid operating base at its main business centers**. For more than 50 years, the company has strived for product and service excellence. To improve the management of field personnel across eight states, it developed an after-sales management app on SAP® Cloud Platform.





Brasif Máquinas

São Paulo, Brazil

www.brasifmaquinas.com.br
(Portuguese)

Industry

Professional services

Products and Services

Distribution of machines for construction, logistics, and mobile crushing, as well as specialized technical services and replacement of components and parts

Employees

600

SAP® Solutions

SAP® Cloud Platform

Learn more ►

Executive Overview

Before: Challenges and Opportunities

- Improve field team management
- Increase after-sales management support
- Increase revenue
- Automate the distribution and execution of service orders

Why SAP

- Flexibility of technology
- Ease of development of new applications and resources
- Integration of SAP Cloud Platform with other SAP solutions

After: Value-Driven Results

- Development and implementation of an application for after-sales management that will help generate more leads
- Improvement in management of the service department
- Increase in customer satisfaction, currently measured using the Net Promoter Score index

“After becoming familiar with applications developed on SAP Cloud Platform, we decided that **it was the innovation platform for us.”**

Gustavo Takamatsu, Technology and Innovation Manager, Brasif Máquinas

23%

Increase in field personnel productivity (from 61% to 75%) using the new after-sales application

42,000

Service orders filled last year

Better

Service department management



Excellence in the **machinery sector**

Some of the world's largest construction machinery equipment makers count on Brasif Máquinas to handle distribution. Brasif partners include Case Construction – one of the largest manufacturers of construction equipment in the world, Hyster – a world leader in material handling equipment, and the Sandvik mobile crushing machine line. More recently, Brasif has become the first master distributor of FPT engines in Brazil. Brasif also runs a robust rental business, specializing in material handling solutions.

Headquartered in São Paulo, Brasif operates in the major economic centers of Brazil, including the states of Minas Gerais, Rio de Janeiro, Espírito Santo, Goiás, Tocantins, the Federal District, and

Paraná, and caters to the construction, mining, energy, oil and gas, and material handling sectors.

Following a period of strong growth and a shift in focus, Brasif saw the need to improve service department support. “We needed tools that could improve management of our maintenance team and increase revenue,” explains Gustavo Takamatsu, the company’s technology and innovation manager.

Takamatsu’s team began a search for solutions that could be implemented or developed in-house. In order to do that, Brasif needed a platform that could support its innovation needs, such as the implementation of an after-sales management application.

Executive overview

Company objectives

Resolution

Business transformation

Future plans

“We needed tools that would improve the management of our maintenance personnel and help increase revenue.”

Gustavo Takamatsu, Technology and Innovation Manager, Brasif Máquinas



Cloud-based **innovation**

During the market research period, Takamatsu learned about SAP® Cloud Platform at an event. “We looked into a series of applications developed on SAP Cloud Platform and realized that it met our expectations for innovation,” he says.

SAP Cloud Platform is an open platform offered by SAP as a service for the development of modern business apps in the cloud. Many of the best developers in the world depend on its comprehensive services and resources to quickly create, expand, and integrate business apps in the cloud.

Prior to deployment, the Brasif team met with SAP designers to agree on an architecture for the solution. Three months later, Brasif introduced its service management application, which allows business departments to manage the teams responsible for equipment maintenance and customer relationships in the field.

The application went live along with a mobile device management tool, also developed on SAP Cloud Platform. “The combined use of these two applications has improved service department management and productivity,” notes Takamatsu.

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“SAP Cloud Platform allows us to **better manage the development and implementation of our in-house applications.”**

Gustavo Takamatsu, Technology and Innovation Manager, Brasif Máquinas



Field monitoring in real time

In the three months following deployment, field personnel productivity rose from 61% to 75%. Under the previous model, technicians went to the company every week, gathered service orders, and returned two weeks later to manually record everything they had done.

Now, all distribution management and service order execution is done using the application hosted on SAP Cloud Platform, which means service managers can identify any issue or difficulty in real time.

Today, around 120 people at Brasif are using the application. The company has implemented new features such as “interactivity breaks,” which

measure technician downtime while performing nonprogrammed tasks, allowing for the identification and correction of operational inefficiencies.

Another such feature is “identification of leads,” which helps technicians generate business opportunities within the app. “When out in the field with our customers, our technicians are our eyes,” explains Takamatsu. “They are often able to see new business opportunities during the execution of services. Providing them with this app to record those opportunities in real time will certainly lead to an increase in revenue.”

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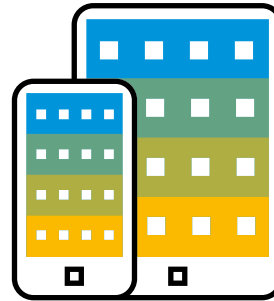
“With our two new applications merged on SAP Cloud Platform, we know the exact location of each technician and that the service is being executed.”

Gustavo Takamatsu, Technology and Innovation Manager, Brasif Máquinas



A world of **opportunities**

Using the applications built on SAP Cloud Platform, Brasif is preparing a series of new implementations. The company recently kicked off a project to deploy SAP Hybris® solutions, which will be used for sales-force management. Takamatsu's team is also planning for two new trends: applications customers can use to monitor Brasif services and check equipment history in real time, and Internet of Things technology, which will allow telemetry capabilities to be embedded in equipment sold or rented by the company. "It's all part of Brasif's strategy," concludes Takamatsu, "Digital transformation means the whole company, not just IT."



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