

How Can You Consistently Manage Sales at 70 Business Units?

Actemium's solutions and services for electrical engineering and automation cover the entire lifecycle of plants and systems – from development and implementation to maintenance and repairs. As part of the VINCI Energies Group, Actemium has over 300 business units, with 70 in Germany alone. And until a few years ago, its IT landscape was just as complex. This is why, in 2012, Actemium Germany standardized its ERP system for all areas of the business. However, sales staff still did not have a consistent CRM system to work with. Instead, they used proprietary solutions or had to struggle with diverse ERP input masks in order to create quotations.

In collaboration with Axians, the internal SAP service provider for the VINCI Energies Group, Actemium implemented SAP® Hybris® Cloud for Customer. The cloud-based CRM solution enables sales staff to handle opportunities and leads significantly faster and, thanks to integration with the ERP system, means that they no longer have to enter data multiple times. Data is now always up to date and can be accessed by users at all business units. In addition, users can see what activities other salespeople are planning with customers, leading to better collaboration and increased transparency. Ultimately, the solution enables Actemium to more precisely align its sales activities to the market.



“We now have **consistent data for sales staff** at all business units. This creates synergy by enabling us to coordinate our activities throughout the entire brand network.”

Manuel Dietz, BU Manager – Life Science, Actemium

No more duplicate quotations: With SAP® Hybris® Cloud for Customer, the sales teams at all 70 business units of Actemium Germany work to the same standards – fully transparent, perfectly coordinated, and faster than ever before.



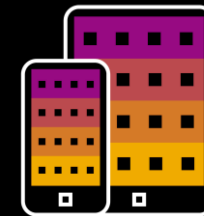
30

minutes less time needed to create quotations



1

hour is all that is needed to train new users



Mobile

use and responsive design for all end devices, both online and offline



Synchronizing Global Sales Processes with SAP® Hybris® Cloud for Customer



Actemium Germany
(VINCI Energies Group)
Frankfurt am Main, Germany
www.actemium.de/en

Industry
High tech

Products and Services
Solutions for all industry sectors, with a focus on chemistry, oil & gas, mining, and life sciences

Employees
2,500 (2016)

Revenue
€415 million (2016)

SAP® Solutions
SAP® Hybris® Cloud for Customer

As a global service provider for electrical engineering and automation, Actemium requires a customer relationship management system that meets the highest standards but is still easy to use. The company identified SAP® Hybris® Cloud for Customer as the right solution and seamlessly integrated it into existing ERP processes with support from specialists Axians.

Before: Challenges and Opportunities

- Standardize and accelerate sales processes at all business units
- Increase transparency of market situation and customer activities to boost customer retention and acquisition
- Implement a consistent, modern, and intuitive CRM system for the entire enterprise

Why SAP and Axians

- SAP Hybris Cloud for Customer includes many sales, service, and marketing functions as standard
- High usability thanks to easy-to-use dashboards and reports
- Quarterly updates and regular new functions
- Solution can be used on any end device – online or offline – from Windows PC to iOS smartphone
- Axians has been the reliable ICT provider for the entire VINCI Energies Group for many years and had already implemented the ERP solution

After: Value-Driven Results

- Simplified, more efficient lead generation
- Company-wide, consistent database for quotations, customers, and contacts
- Saved time by automatically synchronizing customers and opportunities with the ERP system
- Increased transparency through tracking and analysis of forecasts and sales performance
- A single system for sales staff; no more switching between systems
- Calendars and tasks synchronized with Outlook, eliminating the need for multiple entries
- Rapid onboarding of new users

“Our decision makers can now quickly identify whether our sales staff is fully prepared for the coming months.”

Manuel Dietz, BU Manager – Life Science, Actemium

SAP Hybris (v)

Implementation Partner

axians

10,000

customer data points processed after just one month

1,200

new opportunities recorded after one month

190

people use the solution already, and that number is constantly increasing

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