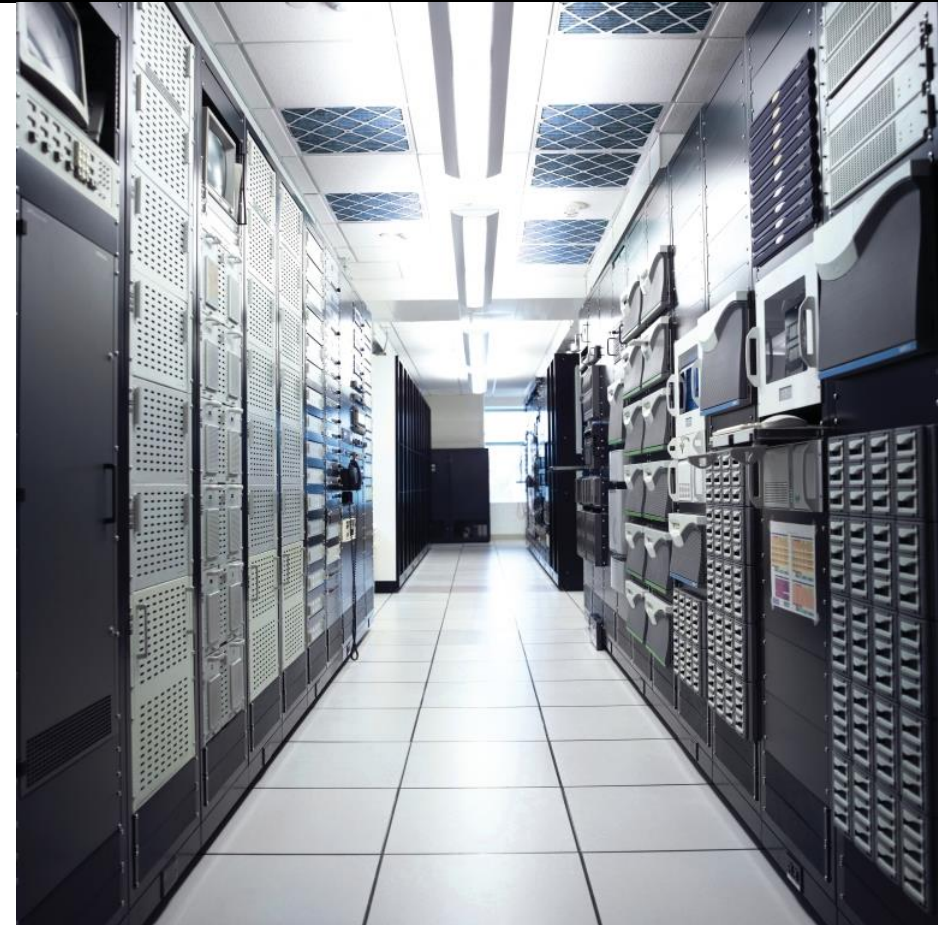


How Do You Make Your Sales Pipeline Perform as Efficiently as a Precision-Engineered Turbocharger?

Customers depend on the high-speed engines and propulsion systems for ships, power generation, heavy land, rail, and defense vehicles manufactured by MTU. The product portfolio is owned by Rolls-Royce Power Systems, which is headquartered in Friedrichshafen in southern Germany and employs around 10,000 people. Under the MTU Onsite Energy brand, the company markets diesel gensets for emergency, base load, and peak load applications as well as cogeneration plants using gas engines for the combined generation of heat and power. The company initiated a “sales excellence” plan to ensure that the business had optimum clarity on upcoming projects and that the sales team has the information it needs to fully understand customer requirements.

As part of its “sales excellence” plan, the engine manufacturer deployed the SAP® Hybris® Cloud for Customer solution to establish a single platform for all customer engagement data. As a result, managers have better visibility into the sales pipeline and sales teams can work more efficiently to serve customers better with information at their fingertips. Furthermore, with a single source of data, the company is now in a position to develop data-related projects that will deliver improved sales insights.





Improving Data Transparency with SAP® Hybris® Cloud for Customer



MTU

Friedrichshafen, Germany

www.mtu-online.com

Industry

Industrial machinery
and components

Products and Services

High-speed engines and
propulsion systems

Employees

10,160

Revenue

€3.2 billion

SAP® Solutions

SAP® Hybris® Cloud for
Customer solution

Engine manufacturer MTU wanted to enable more efficient monitoring of its global sales pipeline to support its growth strategy. The company implemented SAP Hybris Cloud for Customer and improved visibility of its customer data, providing better insights for managers and giving sales teams improved access to the information they need to build strong customer relationships.

Before: Challenges and Opportunities

- Establish a single platform for all customer data
- Increase visibility of the sales pipeline across the organization
- Improve access to customer details for sales teams

Why SAP

- Straightforward integration with existing SAP solutions
- Strong relationship with SAP experts
- Intuitive user experience, supporting rapid adoption
- Automatic quarterly software updates, reducing maintenance time

After: Value-Driven Results

- Improved customer service, informed by better access to details of specific project requirements
- Increased efficiency within sales teams, due to ready availability of customer information
- Better monitoring of leads and sales performance across the entire pipeline, enabling effective sales management
- Strong foundation from which the company can pursue data-related projects in the future to improve sales insights

“The short time frame for the activation of SAP Hybris Cloud for Customer delivers a level of cost-saving and simplicity that I didn’t dare promise in the past. Now I know that it’s possible.”

Shirley Chua, IT Solutions and Global IT Support, MTU

SAP Hybris (v)

8 weeks

For the cloud-based deployment at
each site

470

Users worldwide within the first year

Increased

Insights into sales lead status and
team performance



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