

How a Sales App Quickly Visualizes Customer Demands

Nearly all cosmetic companies in the world procure their eyeliners, lipliners, eyebrow pencils, and makeup sticks from Schwan-STABILO Cosmetics. The German company produces more than two million cosmetic pencils worldwide on a daily basis. However, product cycles are short and new trends constantly emerge. This makes it crucial that the customer receives the requested cosmetic pencil quickly. Schwan-STABILO Cosmetics makes this possible with its new sales app.

Together with SAP Digital Business Services, Schwan-STABILO Cosmetics developed a sales app including a product configurator, based on the SAP® Cloud Platform. Whereas before it would take days or even weeks for a customer to design a new cosmetics pencil with Schwan-STABILO Cosmetics, it now happens within a few hours. The customer can create a unique pencil during a sales meeting and see a first sample in digital form directly before them.



“The sales app provides **optimal support in sales presentations** to customers. Thanks to the positive response, we’re considering also offering it to our customers.”

Frank Bauer, Head of IT, Schwan-STABILO Cosmetics GmbH & Co. KG

In the cosmetics industry, sales cycles are becoming ever shorter. With a sales app, Schwan-STABILO Cosmetics streamlines its supply chain and transforms customer ideas into products much faster.



2 million
cosmetic pencils produced
daily by Schwan-STABILO
Cosmetics



20,000
different configuration
possibilities



Sales app
sets new trends and
standards in the cosmetics
industry



Setting New Trends Faster with the **SAP® Cloud Platform**

**Schwan-STABILO Cosmetics
GmbH & Co. KG**
Heroldsberg, Germany
(www.schwancosmetics.com)

Industry
Consumer products

Products and Services
Cosmetic pencils

Employees
3,200

Revenue
€364.7 million

SAP® Solutions
SAP® Cloud Platform

SAP® Services
SAP Digital Business Services
Quick-start implementation for
SAP Cloud Platform

When trends outpace the supply chain, it's time for a change. The new sales app for Schwan-STABILO Cosmetics significantly accelerates product development and raises the bar for the cosmetics industry.

Before: Challenges and Opportunities

- Keep up with a fast-paced industry that regularly requires new products and innovations
- Accelerate time-consuming product development together with the customer, and provide customer account manager with digital portfolio to present in customer meetings – which was not possible before
- Improve preparation for and personalization of sales pitches (from arranging an appointment to saving a cosmetic pencil design)

Why SAP

- The SAP® Cloud Platform enables target-oriented innovation projects to be set up quickly
- Existing SAP ERP and backend systems, as well as solutions and data sources from third parties, are all integrated
- The SAP Cloud Platform is an out-of-the-box system, requiring no in-house infrastructure
- SAP is an innovative partner that helps Schwan-STABILO Cosmetics to implement a digital strategy

After: Value-Driven Results

- Fast, agile project management and implementation through comprehensive consultation and tailored solutions from SAP Digital Business Services
- The new sales app helps customers visualize new products
- Schwan-STABILO Cosmetics customers are very satisfied with the app and product configurator
- New services and products such as “Beauty your Way” can be better presented to customers

“We’re also planning to implement the **SAP Cloud Platform in other areas and **trust in the competence and advice** from SAP Digital Business Services.”**

Bernd Preuschoff, Vice President/Global Head of Digital (Transformation & Technology), Schwan-STABILO Cosmetics GmbH



4 months

from first idea for a sales app to the implemented solution

Faster

product configuration and visualization for B2B customers and product development



Schwan-STABILO Cosmetics:
Sales app supports the sales team

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