

Microsoft®

Connecting Microsoft Dynamics CRM with SAP

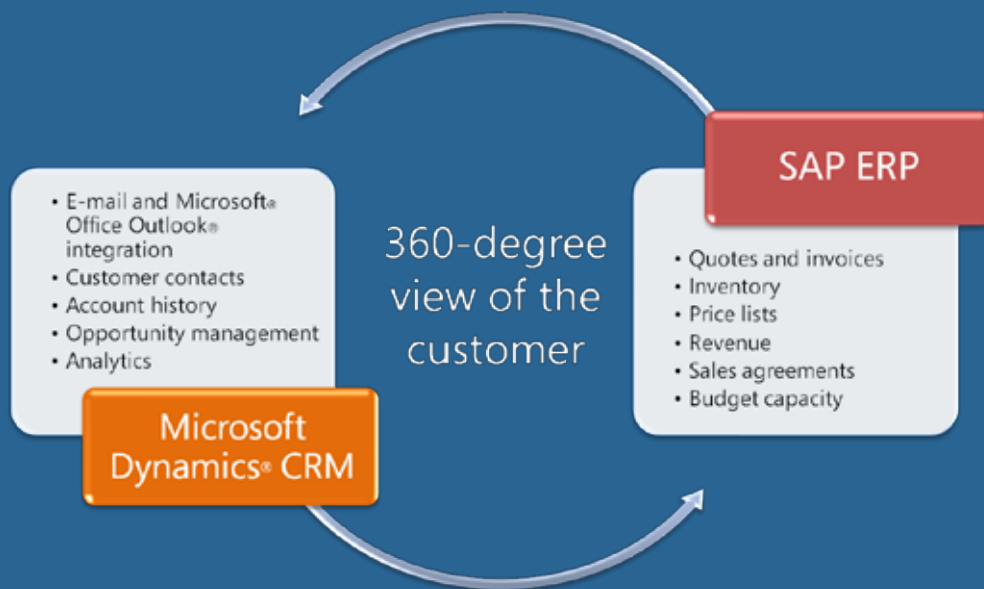
Empower your people and enhance your business





Microsoft Dynamics® CRM

If your company is running SAP enterprise resource planning (ERP) software, Microsoft Dynamics® CRM lets you get started quickly and inexpensively with a solution that centralizes customer information from your sales teams and SAP ERP business system. With a unified view of your customers available in Microsoft Dynamics CRM, your employees can more easily investigate account details while on the go, analyze opportunities and threats, and compile detailed sales reports.



From local deployments to large international rollouts, companies around the world are linking their SAP ERP systems to Microsoft Dynamics CRM to provide their sales and services teams with 360-degree views of customers any time and any place. The customer stories in this brochure illustrate how Microsoft Dynamics CRM:

- **Fits your people** with a familiar, intuitive interface and native integration with Microsoft® Office Outlook®. By empowering people with useful tools they intuitively understand, Microsoft Dynamics CRM helps ensure high user acceptance for your customer relationship management initiative.
- **Fits your business** with a powerful workflow engine that makes it easy to modify processes as business needs change. In addition, Microsoft Dynamics CRM enables fast, in-depth analysis so that you can make decisive, corrective actions and respond quickly to market changes.
- **Fits your technology** by flexibly linking to heterogeneous IT environments, including to your SAP ERP system, so that you can finish integration projects faster. Microsoft Dynamics CRM is built from the ground up with a service-oriented architecture, which makes it easy to quickly connect to other business systems.
- **Fits your budget** with a design meant to avoid costly implementations and expensive ongoing maintenance. Microsoft Dynamics CRM boosts return on investment for customer relationship management initiatives by minimizing training requirements, increasing user adoption, and building on existing IT investments.

Microsoft Dynamics CRM offers an easy way to make the most of the data in your SAP ERP system. Read on to find out how companies like yours are using Microsoft Dynamics CRM to quickly unlock greater value from their SAP ERP systems.



"With Microsoft Dynamics CRM, we've equipped our sales force with a 360-degree view of the customer, any time and any place."

Mike Freeman, IT Director, Sabert

COMPANY PROFILE

Sabert is a manufacturer of short-life packaging for food service distributors, consumer markets, and food packers, with operations in the United States, Europe, and China.

Industry
Manufacturing—Consumer goods

Headquarters
Sayreville, New Jersey

Web Site
www.sabert.com

SOLUTION DETAILS

Microsoft Dynamics CRM users to date	80 users
Implementation time	9 months
Components	<ul style="list-style-type: none"> • Microsoft Dynamics CRM 4.0 • SAP ECC 6 • Scribe Adapter for Microsoft Dynamics CRM

By providing remote access to customer information stored in the company's SAP ERP system, Microsoft Dynamics® CRM gives Sabert's global sales force a 360-degree view of their accounts at any time from any place. With Microsoft Dynamics CRM, Sabert's field sales representatives gain insight into orders, inventory, customer history, and other account data to help prepare their sales pitches and better address concerns when talking with customers. Through Microsoft Dynamics CRM offline-reporting features, sales representatives now have full access to ERP data and nearly 100 percent functionality even when working offline.

The company considered adding SAP CRM to its existing ERP deployment, but decided against it, even though it already owned the necessary software licenses. "Our main concern was usability," says Mike Freeman, IT Director at Sabert. "Microsoft Dynamics CRM works natively inside Microsoft® Office Outlook®, so people intuitively understand how to use it."

The ability to configure the software to Sabert's unique account-planning process also played an important part in the decision. Says Freeman, "Obviously, no product could meet our needs right out of the box, and we were not willing to modify our core business processes to accommodate the software. Not only did Microsoft Dynamics CRM integrate easily with our SAP ECC 6 system, it also was flexible enough to fit the way we did business."

Sabert estimates that deploying Microsoft Dynamics CRM, including licenses and customizations, cost 60 percent of what implementing SAP CRM would have cost. Implementing SAP CRM would have been a more complex project and required more training than Microsoft Dynamics CRM.

BENEFITS

- Enables a 360-degree view of customer accounts
- Saves 60 percent on implementation cost
- Equips sales teams with the information needed to answer questions and prepare pitches
- Fits unique business processes





COMPANY PROFILE

NORD Drivesystems is one of the world's premier power transmission manufacturers, with 35 subsidiaries and more than 60 assembly and service centers worldwide.

Industry

Manufacturing—Automotive and industrial manufacturing

Headquarters

Bargteheide, Germany

Web Site

www.nord.com

SOLUTION DETAILS

Microsoft Dynamics CRM users to date 40 users

Implementation time 6 months

Components

- Microsoft Dynamics CRM 4.0
- SAP R/3
- Microsoft BizTalk Server 2006 R2

"People want to use Microsoft Dynamics CRM because it helps them do their job better. This is the right way to do CRM—empowering people to succeed, not punishing them for wrong behavior."

Torben Sachau, Industrial Engineer, NORD Drivesystems

NORD Drivesystems provides its international subsidiaries with visibility into shared account interactions by pulling customer information from disparate business systems, including SAP ERP, into Microsoft Dynamics® CRM. With customer orders, corporate sales figures, and other account data centralized in Microsoft Dynamics CRM, NORD sales teams have a holistic view of the customer that helps them coordinate sales and service for global accounts.

"Our primary requirements were that the solution would be easy to maintain, integrate well with our heterogeneous ERP systems across subsidiaries, and encourage broad adoption among users. Together, Microsoft Dynamics CRM and Microsoft® BizTalk® Server fit these needs excellently," explains Torben Sachau, Industrial Engineer at NORD Drivesystems. The company uses six different ERP systems across its subsidiaries.

The company's initial rollout to its U.S. subsidiary proved the technical flexibility and performance of Microsoft Dynamics CRM for remote users, as NORD centralized the server components in Germany. NORD successfully replicated the U.S. subsidiary's best practices and detailed sales structure in Microsoft Dynamics CRM, creating a blueprint for future rollouts.

Microsoft Dynamics CRM simplifies corporate reporting for NORD by standardizing information and making it easier for salespeople to create reports at the end of the month. "Microsoft Dynamics CRM improves the reporting process because it integrates seamlessly with the tools people already use to do their job. Moreover, salespeople see a real benefit and have an incentive to use the solution," says Sachau.

BENEFITS

- Connects to six different ERP systems for shared view of customers
- Facilitates greater user adoption
- Enables easier and more powerful corporate reporting
- Supports unique regional requirements





COMPANY PROFILE

Nikon's German subsidiary is responsible for roughly €220 million in camera, microscope, and measuring instrument sales annually.

Industry

Manufacturing—Consumer electronics

Headquarters

Düsseldorf, Germany

Web Site

www.nikon.de

SOLUTION DETAILS

Microsoft Dynamics CRM users to date 43 users

Components

- Microsoft Dynamics CRM 4.0
- SAP R/3
- Scribe Adapter for Microsoft Dynamics CRM

“Because of the way Microsoft Dynamics CRM handles offline synchronization, data from SAP R/3 is available to people when and where they need it.”

Marcus Diepenseifen, Coordinator of Business Information, Nikon Deutschland

Nikon Deutschland deployed Microsoft Dynamics® CRM and integrated it with SAP ERP so that sales representatives can access valuable customer account information on the spot—including order backlogs, sales totals, budget capacity, and annual sales agreements. Previously, to investigate account activity or prepare for customer meetings, employees spent up to an hour each day—equal to 12 percent of their work week—retrieving information from spreadsheets and various systems. With Microsoft Dynamics CRM as a single repository for this information, the sales teams at Nikon Deutschland are more efficient and effective.

“With Microsoft Dynamics CRM, our sales teams are well prepared to answer questions at customer meetings,” says Marcus Diepenseifen, Coordinator of Business Information at Nikon Deutschland. “Up-to-date account information from SAP R/3 is automatically fed into Microsoft Dynamics CRM. As soon as our sales representatives synchronize their laptops with the system, they have all the information they need at their fingertips.”

Microsoft Dynamics CRM offers a flexible platform that helped Nikon Deutschland connect the solution to SAP R/3. In addition, Nikon Deutschland was able to easily modify Microsoft Dynamics CRM to support the unique sales structure of Nikon Deutschland. “We were able to accommodate the different structures of specialized retailers and electronic markets very precisely by using existing processes in Microsoft Dynamics CRM,” says Diepenseifen. Nikon Deutschland also added small customizations that would increase the productivity of its sales representatives, such as adding a pop-up menu that categorizes customer statements.

BENEFITS

- Equips sales teams with anytime, anywhere access to customer account information
- Increases sales representatives' productivity by 12 percent
- Supports unique sales structure





COMPANY PROFILE

RHEINZINK manufactures zinc metal roofing, siding, and other materials for building construction, and sells these products in 30 countries around the world.

Industry

Manufacturing—Building and construction

Headquarters

Datteln, Germany

Web Site

us.rheinzink.de

SOLUTION DETAILS

Microsoft Dynamics CRM users to date 170 users

Implementation time 6 months

Components

- Microsoft Dynamics CRM 4.0
- SAP R/3 4.7c
- Legacy objects database
- Microsoft BizTalk Server 2006

“We quickly came to the conclusion that Microsoft Dynamics CRM would cost significantly less to implement and adjust to fit our business and IT environment than SAP CRM.”

William Lensing, Distribution and Sales Systems Department Head, RHEINZINK

After several years of searching for the right customer relationship management system, RHEINZINK chose Microsoft Dynamics® CRM to more effectively use sales data from its SAP ERP system when targeting new business. RHEINZINK also takes advantage of the integration between Microsoft Dynamics CRM and Microsoft® Office Outlook® to give salespeople access to critical functionality and data from their laptops or mobile devices while on the road. RHEINZINK recently won recognition for its holistic view of customers through Microsoft Dynamics CRM at two industry events in Europe.

“We’re unifying our global sales operations and gaining greater visibility into our customers’ business with Microsoft Dynamics CRM,” says William Lensing, Distribution and Sales Systems Department Head at RHEINZINK. “With a single system for the entire company, we have a holistic perspective on sales activity across countries and industries, as well as the ability to analyze those market segments for the most profitable opportunities.”

RHEINZINK decided not to use SAP CRM after consulting with other companies using that system. “SAP CRM was too complex and would have required us to rely heavily on consultants. In contrast, Microsoft Dynamics CRM is more flexible and more easily fits our vision for CRM,” says Lensing. “The support and training requirements for SAP CRM would also have been considerable. By comparison, Microsoft Dynamics CRM is so intuitive that our users can learn how to use it almost immediately.”

RHEINZINK sales teams identify potential opportunities more easily and spend less time entering or retrieving information with Microsoft Dynamics CRM, which links to SAP R/3 and a legacy objects database through Microsoft BizTalk® Server.

BENEFITS

- Brings greater consistency to global sales efforts
- Minimizes support and training requirements
- Equips sales teams with on-the-go access to customer information
- Reduces reliance on outside consultants





COMPANY PROFILE

AkzoNobel Polymer Chemicals is a global business unit of AkzoNobel, a premier paint, coatings, and chemicals manufacturer that operates in 80 countries and generates approximately €14 billion in annual revenue.

Industry
Manufacturing—Chemical

Headquarters
Amersfoort, Netherlands

Web Site
www.akzonobel.com

SOLUTION DETAILS

Microsoft Dynamics CRM users to date 140 users

Components

- Microsoft Dynamics CRM 4.0
- SAP R/3 4.6C
- Custom SAP connector

“Microsoft Dynamics CRM will help us harmonize the way we deal with customers across the company, which is a challenge with so many diverse entities and business lines.”

Bas Meeuwis, Global Information Manager, AkzoNobel Polymer Chemicals

AkzoNobel Polymer Chemicals is consolidating its global customer service and sales applications on Microsoft Dynamics® CRM, replacing several Siebel CRM installations in Europe, North America, and Asia. Microsoft Dynamics CRM also connects to the company's SAP ERP system, providing customer service and sales employees with official customer account information. By moving its sales and service teams onto a standardized application, AkzoNobel Polymer Chemicals will increase visibility into customer relations globally. “Microsoft Dynamics CRM paves the way for a new level of consistency and efficiency in our customer service and sales,” says Bas Meeuwis, Global Information Manager at AkzoNobel Polymer Chemicals.

“We chose Microsoft Dynamics CRM because it works with our SAP solution, connects seamlessly with Microsoft® Office Outlook®, and offered a more straightforward deployment than SAP CRM or Siebel CRM,” says Corália Pinto, Global CRM Coordinator at AkzoNobel Polymer Chemicals. “Microsoft Dynamics CRM also provides superior offline functionality, which was a core requirement.”

As a corporate policy, AkzoNobel uses either SAP or Microsoft business software. The company's failed implementation of SAP E-Commerce caused the organization to seek greater simplicity in its customer relationship management rollout. “We felt deploying SAP CRM would be too complex and that Microsoft Dynamics CRM was easier to work with,” says Meeuwis. “We wanted to minimize development costs as much as possible. In that sense, Microsoft Dynamics CRM helped us save money.”

AkzoNobel Polymer Chemicals saves money by hosting Microsoft Dynamics CRM at its corporate data center in Amsterdam and making the solution available to all AkzoNobel Polymer Chemicals offices globally. “We intend to finalize our global rollout soon and begin working with business stakeholders to see how we can best support their processes,” says Meeuwis.

BENEFITS

- Provides a holistic view of customers by consolidating several separate customer relationship management systems
- Increases user acceptance
- Minimizes development costs





Microsoft Dynamics® CRM is the customer relationship management solution that enables organizations to speed up time-to-market, adapt nimbly to business change, and keep current as technology evolves. For more information, visit crm.dynamics.com or contact your local Microsoft partner.

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