SUCCESS STORY

Automation Technology | SAP CRM | Pilz GmbH & Co. KG

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Upgrade SAP CRM from 5.0 to 7.0 and Upgrade B2B-Webshop (SAP Web Channel 5.0 to Web Channel 7.0)

Advantages after CRM-Upgrade:

◆ Considerably increased degree of automation
◆ Optimised integration of the web shop into business processes → reduced time and effort in data administration
◆ Increased speed of customer purchase processes through optimum data transparency (24x7)
◆ Improved and solid basis for the rapid implementation of further CRM processes

Webshop further optimised

PILZ
THE SPIRIT OF SAFETY

With an upgrade and corresponding function expansions, the company ORBIS AG in Saarbrucken has safeguarded the future sustainability of the SAP CRM with the automation company Pilz. Together with Sycor, Pilz has used the opportunity of the release change of the SAP Webshop in order to integrate and simultaneously optimise for search machines.

Pilz GmbH & Co. KG

Main office: Ostfildern, Germany
Industrial sector: Industrial automation
Company size: 1,500 employees, 168.4 million turnover (2010)
Website: www.pilz.com

„As an internationally active solutions provider in the automation technology sector with 28 subsidiaries and branches worldwide, we now offer even more customer service online. The Pilz E-shop allows optimum access to the information required for the acceleration of customer purchasing processes." explains Mirko Dost, project manager at Pilz GmbH & Co. KG. *"In that way, customers can order Pilz products based on up-to-date catalogue data around the clock."* Further customer comfort is provided, amongst other services, by the option to download of technical information and operating manuals, the order tracking as well as the possibility to import product baskets from the customer's own ERP system. From the beginning, Pilz has operated the SAP Webshop using a SAP CRM solution as a middleware for the ERP system. The contract for the CRM-upgrade to a 7.0 version was granted to ORBIS AG, the contract for the freshly implemented release change of the B2B shop from SAP E-Commerce 5.0 to Web Channel 7.0 was granted to SYCOR GmbH.

Two projects in one

Additional effort and expense for development and coordination was needed for the parallel SAP CRM System release change project via the ORBIS AG. *„In the environment used by Pilz, workflows for customer registrations and commission are started in SAP CRM, the responsible employees are informed of upcoming data checks and releases. Information on product availability is reported back from the ERP via the CRM to the Webshop,"* describes Dirk Mueller, ORBIS project manager at Pilz. As customer registrations are not a standard function in a B2B scenario,

the Saarbrucken specialists had to make adjustments to the system. The integration of subsidiaries which didn't use SAP ERP at that time, was a further challenge. *„For these companies, we had to provide a catalogue in the respective language without pulling up master and product data from the ERP,"* continued Mueller. An order function for this scenario is currently being prepared in a further extension version. *„Together with Sycor, we have implemented the solution in SAP CRM."* For the technical upgrade to SAP CRM 7.0 ORBIS examined the available interfaces in the Webshop and in the ERP system for the further-developed SAP CRM and adjusted it accor-

ding to requirements. Additionally, ORBIS employees introduced the new Web UI from SAP CRM at Pilz and trained the IV project team headed by Dr Beate Ternberger in adjustment possibilities. The necessary UI adjustments were undertaken together. With this upgrade, Pilz has created the possibility to implement CRM functions rapidly in the future.

Website integration and SEO

Parallel to the release change, Sycor integrated the Pilz E-Shop into the automation technology leader's website. "With the E-shop, we offer the customer a central communication and knowledge platform in 16 languages, which takes country specific characteristics, such as varying catalogue currencies, into consideration," comments Mirko Dost. Since the webshop was embedded as an open catalogue, customers can obtain product information whether they login or not. After login, all additional information including prices and availability as well as the full website functionality is made available. "The frameless catalogue was implemented for purposes of search engine optimisation (SEO). Frameless pages avoid some of the pitfalls in the indexing of search engines and simplify administration," adds Sycor project manager Markus Kutschker.

Through the combination of the website's Content Management System (CMS) with the open catalogue, Sycor achieved two simultaneously positive effects for Pilz: On the one hand the Gottin-

gen company the double content maintenance was now superfluous, on the other hand, they increased further potential for search engine optimisation. In that way, the webshop contains an interface from the CMS with information for title and description tags of the individual pages. With a few adjustments,

„Despite the tight time schedule of four months, ORBIS and Sycor have performed very well, both in individual and joint tasks. Using service providers with a clear specialisation for these two projects has proved beneficial."

Mirko Dost, Project manager, Pilz GmbH & Co. KG

Markus Kutschker's team ensured, that based on the CRM catalogue, the long and cryptic URL paths usual in E-Commerce were exchanged for more search machine and user friendly URLs.