

Success Story: Integrated CRM Reporting with SAP Business Intelligence



The solution that makes information flow smoothly

In the course of implementing an industry specific CRM solution at Vileda GmbH, Freudenberg IT also created a modern sales reporting system for the company.

This solution provides great flexibility by allowing Vileda to combine different systems, which can then be used to their full potential for all the company's sales and marketing activities.

Vileda®, Germany's market leader in mechanical cleaning products, manufactures a wide range of household and cleaning accessories.

A completely closed loop

SAP Business Intelligence (SAP BI) combines data from different sources to form a homogenous system environment, resulting in more efficient information utilization.

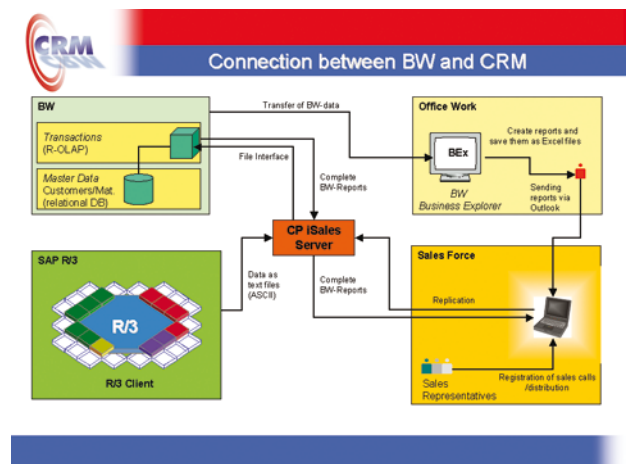
In addition to standard SAP R/3 S&D data, all the relevant sales information from non-SAP CRM systems – for example at Vileda GmbH CP iSales® from CAS – is also incorporated into the data warehouse.

In this manner, information from both billing documents and statistical orders and even individual listings of items can be analyzed within the same scenario.

Users can also compare planned sales calls with current appointments and measure the success of sales activities.

Benefits for the sales force

Field sales representatives are automatically supplied with offline reports on a daily basis via dial-up connections. These reports are generated nightly within the SAP Business Information Warehouse (SAP BW) using both SAP R/3 and non-SAP data, so current information is available every morning.



Field sales representatives receive all billing information at the customer level once a week. In addition, total personal sales figures as well as regional statistics are made available on a daily basis. This allows sales employees to respond quickly to the current market situation and take actions necessary to achieve lasting success.

Up to 15,000 BW reports are generated and distributed each week. Additional analyses such as reports on the top 30 customers are currently being implemented.

Benefits to users in the office

Office staff have online access to the central SAP BW.

By running Web-based or Excel-file reports, all relevant information can be obtained instantly from the SAP BW. Staff can perform simple yet flexible analyses as well as standardized queries.

The SAP BW continuously supplies up-to-date information on all sales activities. This establishes an excellent environment for office staff to accomplish tasks efficiently, particularly with regard to supporting external employees.

Customer Group		Postal Code	City	Incoming Orders current Month	Turnover current Month	Turnover Month Previous Year	Turnover +/- in €	Turnover +/- in %
Group 1	33598	Paderborn	277.397 EUR	264.894 EUR	558.479 EUR	-243.675 EUR	-47.9	
Group 2	46093	Düsseldorf	116.673 EUR	101.777 EUR	223.818 EUR	-122.841 EUR	-54.5	
Group 3	80333	München	121.689 EUR	165.317 EUR	201.401 EUR	-38.085 EUR	-17.9	
Group 4	10209	Berlin	276.825 EUR	263.498 EUR	410.589 EUR	-147.090 EUR	-35.8	
Group 5	70193	Stuttgart	6.005 EUR	10.939 EUR	33.400 EUR	-22.461 EUR	-67.2	
Group 6	4328	Leipzig	501.203 EUR	454.788 EUR	702.756 EUR	-247.968 EUR	-35.3	
Overall Result				1.304.789 EUR	1.261.123 EUR	2.089.442 EUR	-819.319 EUR	-39.4

