



Communities of Innovation at SAP
Business Process Expert Community

BRENTAG VIEWS CLIP AND FINDS A SALES PRODUCTIVITY SOLUTION

BUSINESS PROCESS EXPERT COMMUNITY
DEMO SHOWCASES EASE OF USE

Brenntag Canada Inc. was considering upgrading its SAP® Customer Relationship Management application to enhance the end-user experience but debated whether or not to proceed. Then a video clip posted in the customer relationship management section of the Business Process Expert community made the decision easy.

The SAP® Ecosystem Advantage

The SAP® ecosystem enhances the customer experience through co-innovation with a vibrant community of customers, partners, and other contributors that have industry-specific requirements. By working together on critical business needs and ideas and sharing technical and business expertise and experiences, the SAP ecosystem helps accelerate innovation for breakthrough results and enhanced return on investment.

Industry-Focused Excellence

Deep industry-specific knowledge as well as information and expertise around best business practices result in:

- A comprehensive and consistent approach to enabling business solutions
- Industry-relevant partner solutions and services
- Industry-specific communities and forums within communities

Community-Powered Results

A role- and task-based approach connects a network of valuable resources to meet specific needs. Organizations can participate in communities that:

- Facilitate a trusted environment to quickly get the information needed
- Bring together diverse resources and groups to help create the next generation of solutions in concert with SAP

Orchestrated Co-Innovation

An integrated approach draws on the collective wisdom of SAP, its customers, and its partners. Within the SAP ecosystem, organizations can:

- Harness best practices and expertise to solve business process or technology issues
- Find or develop best practices and ready-to-deploy solutions
- Proactively address integration

If information is power and seeing is believing, then seeing a compelling demonstration of information is about the most powerful combination of influence there is. This idea certainly held true for Roger Myers, eBusiness IT specialist of Brenntag Canada Inc., a specialty chemical distributor and part of Brenntag AG. While Myers was online in the Business Process Expert community, he spied a customer relationship management video clip in the e-learning catalog that led to improved

processes for the company's sales force. Myers turns to the communities of innovation at SAP regularly when researching technical and business issues, primarily in the customer relationship management forums in the Business Process Expert community and SAP® Developer Network communities. These communities are part of the SAP ecosystem that brings together people, ideas, and information through online communities, blogs, forums, and networking tools.

THE BEST-RUN BUSINESSES RUN SAP™



Enhancing the User Interface

Brenntag Canada Inc. is a long-time SAP customer and relies on the SAP ERP application to manage its business processes and the SAP Customer Relationship Management (SAP CRM) application to support its sales and customer service efforts. "Brenntag Canada Inc. distributes a broad range of top-quality chemicals," Myers explains. "We operate as a full-range supplier of industrial and specialty chemicals and maintain high-performance distribution centers to ensure rapid delivery. Maintaining high levels of customer service is very important to our business."

The company had implemented SAP CRM previously and wanted to make some enhancements. "We had some requirements around sales force automation and customer contact maintenance. Plus, we wanted to better assess market share and market consumption," Myers explains. In addition, Brenntag Canada Inc. wanted to make it easier for its sales people to access and store internal documentation. "A key issue for us was the user interface. We wanted to reduce the number of mouse clicks to perform certain functions so it would be more intuitive for our sales force to use," Myers adds.

Brenntag Canada Inc. had a choice to make – upgrade to the latest version of SAP CRM or modify the user interface with its internal resources. "We started considering our options a year ago and got a glimpse of the new user interface with SAP CRM at the SAPHIRE 2007 Atlanta conference," Myers explains.

Viewing Demo Crystallizes Decision

As Myers continued his research, he went to the customer relationship management section of the Business Process Expert community and started clicking through the e-learning catalog. He found a video clip showing the integration of Microsoft Outlook with the latest version of SAP CRM. "I looked at the demo a few times and showed it to a sales representative. He got excited by the prospect of being able to drag an e-mail message into an SAP CRM folder and have it link to an opportunity on the fly," Myers explains. Brenntag Canada Inc. would need to upgrade its SAP CRM application if it wanted to integrate this functionality, which is an add-on to the standard software offering. "I showed the clip to my director who got excited and showed it to the president of the company. As a result of the SAP CRM video clip, we made the decision to upgrade our software so we could enable the Microsoft Outlook integration. The online demo crystallized it for us."

Integrating Outlook in One Day with One Consultant

After upgrading SAP CRM, Brenntag Canada Inc. engaged the SAP Consulting organization to perform the integration with Microsoft Outlook. The clip was a prototype application that SAP consulting provided to us. "Usually, projects that look simple on the surface are fairly complex underneath. We figured it would take a week or two to muscle it into shape," Myers explains. "It took one consultant one day to get it running. We were quite surprised how quickly it came together."

Participating in Community Forums Broadens Knowledge

As Brenntag Canada Inc. rolls out the new SAP CRM functionality to its sales force, Myers continues to turn to the communities of innovation at SAP to research software issues. "It's a quick and efficient way to share knowledge," says Myers, who gives the communities high marks overall (see figure). "You find a good mix of technical and business contributors who have similar issues as your own." He turns most frequently to the forums, the e-learning catalog, and the blogs when time allows. "I use the communities of innovation to research a specific topic," he adds. "It's probably the best spot to find out what's going on with SAP."

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Roger Myers, IT Specialist – eBusiness,
Brenntag Canada Inc.

By accessing a single video clip and sharing it with key decision makers in the company, Brenntag Canada Inc. was able to quickly determine its path forward – a testament to how powerful a video clip and the communities of innovation can be. Its sales force now has drag-and-drop functionality from Microsoft Outlook to SAP CRM, which Brenntag Canada Inc. anticipates will dramatically increase productivity and improve its sales force effectiveness and customer relationship management processes.

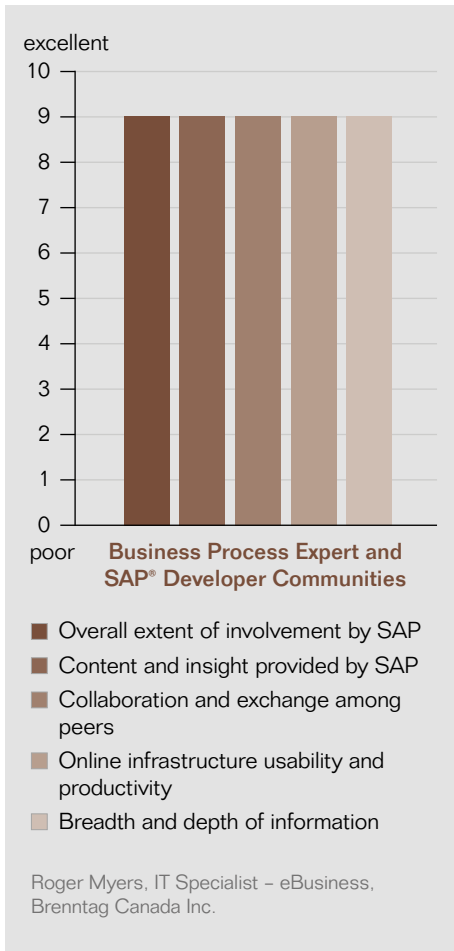


Figure: Customer Rating of Communities

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Roger Myers, IT Specialist – eBusiness, Brenntag Canada Inc.

Communities of Innovation at SAP

The communities of innovation at SAP create value for our customers as they develop strategy, establish business processes, engineer technologies, and deploy solutions – even as they conduct ongoing daily operations. To deliver this value, SAP – through our own or other forums of interest – orchestrates an ecosystem of businesspeople, developers, and IT services professionals who span business strategy, business processes, technology, and operations. The communities of innovation distinguish SAP as the leader in coordinating and harnessing the collective power of our developers, partners, and customers – to usher in a new era of service-oriented architecture.

To Join or Visit Online Communities
Business Process Expert Community:
<http://bpx.sap.com>

Enterprise Services Community:
<http://esc.sap.com>

Industry Standards:
www.sdn.sap.com/irj/sdn/standards-and-opensource

Industry Value Network:
www.sap.com/ecosystem/communities/ivn

SAP Developer Network:
www.sdn.sap.com

Business Objects Community:
www.sdn.sap.com/irj/sdn/businessobjects

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