



Customer

- Rösler Oberflächentechnik GmbH
- Founding year: 1933
- Employees: Approx. 1500
- Worldwide network with 15 locations including 6 production sites

Industry

Surface technology focusing on vibratory finishing and beam technology

Challenge

- New CRM required in the course of the SAP S/4HANA transition
- More flexibility envisaged for the way of working
- Greater focus on customers due to lead-based work
- Desire for a holistic view of the customer

TECHNOLOGY

- SAP Sales Cloud

Solution and benefits

- Real-time access to customer data also while being on the move
- Consulting according to customer needs by means of leads
- Greater transparency and customer proximity resulting therefrom
- Increased productivity using analysis and reporting functions

Agile CRM Transition at Rösler

MODERN AND FUTURE-ORIENTED SALES SUPPORT THROUGH SAP SALES CLOUD

Customer data available at any time via mobile terminals: this does not only considerably reduce the workload for field sales employees but also increases the entire productivity of companies. This way of working is enabled through advanced CRM systems, such as SAP Sales Cloud. Its cloud-based technology that can easily be integrated provides Rösler Oberflächentechnik GmbH (an expert for surface technology) with sustainable sales support. Before, however, the old CRM system had to give way to the new technology – a process that could be managed on the basis of a cooperative and agile approach.

Improving corporate environment and in-house processes in many small steps with a view to lean management: since 2016, this philosophy has been pursued by Rösler, a specialist for surface technology focusing on vibratory finishing, beam technology and AM Solutions. Agile approaches and stepwise changes help the Lower-Franconian family-owned company make their activities efficient, reduce costs and, at the same time, motivate and inspire their employees for innovations, such as software adjustments. An approach also reflected during the implementation of SAP Sales Cloud as part of the SAP S/4HANA transition.

Becoming a sales cloud professional step by step

As a first step of the S/4HANA transition, Rösler planned to modernize its CRM system. The target of this modernization was to provide the sales employees with enough time and support to become familiar with the new system. They were to get to know the modern look and feel of the surface and learn step by step how to handle the SAP Fiori app world as the use of this technology is also important in the further course of the transition to S4/HANA. This first transformation was a phase of testing, learning and further developing both for sales users and IT colleagues. No one expected to face too great technical challenges with the follow-up



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**Marcus Henkel, Divisional Manager Central IT Services,
Rösler Oberflächentechnik GmbH**

product of SAP CRM replacing the existing solution. However, the fact that the new interfaces, for instance to the existing ERP system, would also work without any problems only became apparent when the software solution was used in practice. This smooth exchange of the immense data volume is an aspect that was of particular importance to the provider of surface technology. The new interfaces – implemented by means of SAP Integration Suite – between SAP Sales Cloud and the ERP systems used within the company had to map both the exchange from Sales Cloud to the ERP system and vice versa. At the same time, the entire system was expected to work with as few interfaces as possible or with standardized interfaces. A task the Rösler team has worked out and implemented successfully together with FIS as its partner.

A partnership that fits

It was easy for the Rösler Group to select a partner once again due to its previous experience of a successful and cooperative partnership with the SAP service provider also headquartered in Lower Franconia. “We already knew FIS from different previous projects – the last one being a field service management project. Over time, FIS and Rösler have grown together as partners, which is why we relied on their know-how and cooperative collaboration in the SAP Sales Cloud transition,” explains Marcus Henkel, Divisional Manager Central IT Services at Rösler. A know-how that was to be transferred successively to the Rösler team in the course of the project to enable them to administrate the system themselves and develop new solutions by the end of the transition process. “Still today, the Rösler employees can contact us anytime they have questions. Right from the beginning, however, the project was designed in such a way that we wanted to transfer our knowledge in the course of all workshops and processes, develop problem solutions together and learn from each other,” adds Thorsten Zahn, Senior Account Manager at FIS.

Higher user acceptance through agile processes

For a joint and always solution-oriented exchange, the persons involved came together in informal and efficient individual meetings as well as in scheduled team meetings with a larger number of participants. In six comparison workshops with some 20 persons meeting at the company headquarters in Untermerzbach, the handling of the new solution was explained, precise challenges discussed and approaches developed that

could be tested, further developed and improved until the next workshop. In this way, Rösler did not only create a technical understanding of SAP Sales Cloud, but also increased the acceptance of the new CRM system at the same time. “In contrast to 2010, when we implemented the old CRM system, this time we had the feeling that all 230 users of the new system were looking forward to the transition. Right at the beginning, they logged on to the system, tried out the new technology and have worked with it ever since – a huge difference compared with 2010, when it was much more difficult to involve the colleagues,” explains Leo Higgs, Team Leader SAP Application Processes at Rösler. According to Marcus Henkel, this positive mood is due to the agile approach towards change management as well as to the enormous benefits offered by an advanced and mobile CRM system.

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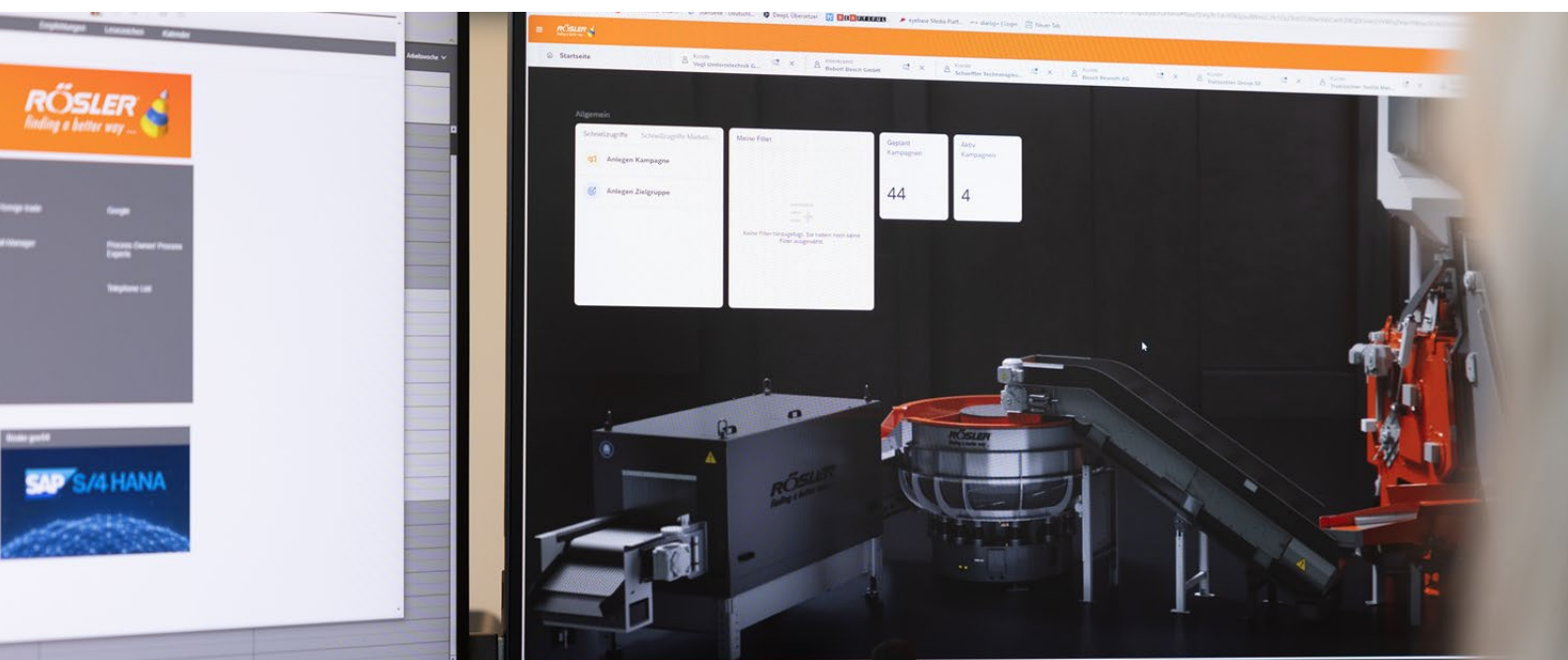
Field service: retrieving data easily and flexibly while being on the move

As the old Customer Relationship Management system was an on-premise solution, the field sales representatives were not able to work flexibly in the past. Now, SAP Sales Cloud enables the employees to retrieve, edit or insert customer data on their mobile terminals in real time either at the customer’s site or while being on the move. In this way, they are provided with a 360-degree view of every single customer and can advise them according to their needs. The way of working on a lead basis is a decisive advantage as compared to the previous model: every step from lead generation, lead management and opportunity management to quotation can be mapped transparently and, as a result, enables intensified customer proximity along the entire customer journey. Moreover, the modern design of the user interface is convincing: anyone being used to having easy access to information via app in

Leo Higgs, Team Leader SAP Application Processes,
Rösler Oberflächentechnik GmbH

private would like to benefit from such comfort in their professional routine as well. The sales cloud solution offers exactly this comfort. Embedded reports, analysis and reporting functions provide additional support for the daily routine at Rösler – benefits that do not only have an effect on individual departments but also on the entire productivity of the company. An effective sales area is decisive for the internationally operating family-owned company with 15 international locations including six production sites and, in addition, 150 agencies.

Rösler plans further progress and innovations in order to continue this positive development in the future. “It is also conceivable, for instance, that the sales cloud solution will be linked to our telephone system. In the future, our employees would see by the first ringing who



is calling from which company and the caller's position in the company: an information advantage that may be useful," as Marcus Henkel attempts an outlook on upcoming functions.

Conclusion: Positive experiences when handling SAP Sales Cloud, developing the agile transition process together with FIS and user-optimized, efficient and customer-oriented working: all these developments let Rösler draw an entirely positive conclusion on the SAP Sales Cloud project.



About Rösler Oberflächentechnik GmbH

For more than 80 years, Rösler Oberflächentechnik GmbH has been a specialist manufacturer of machines and plant systems for vibratory finishing and beam technology as well as a specialist for developing and manufacturing optimally coordinated consumables.

Since 2018, Rösler has combined all 3-D print activities of the Rösler Group under the brand name of AM Solutions, both in the field of automated postprocessing solutions and services (manufacturing service partner). In the Rösler product portfolio, the Rösler Smart Solutions brand covers the field of digitization.



THE FIS-GROUP

FIS Informationssysteme und Consulting GmbH is an expanding and independent enterprise and the roof of the FIS Group, which employs more than 800 persons making companies more modern, economic and competitive every day. FIS focuses on SAP projects and the development of efficient solutions promoting digitization within companies. As one of the leading value-added SAP resellers in Germany, Austria and Switzerland, FIS is the market leader in technical wholesale with the all-in-one FIS/wws solution.

Together with its Medienwerft subsidiary, FIS covers the complete range of SAP topics in the field of Customer Experience (CX). More than 100 specialists operate and administer the customers' SAP systems in the FIS-ASP subsidiary data centers in Southern Germany.



Röthleiner Weg 1
D-97506 Grafenrheinfeld

Tel.: +49 97 23 / 91 88-0
Fax: +49 97 23 / 91 88-100

info@fis-gmbh.de
www.fis-gmbh.de/en

