Camelot ITLab
Innovative Technologies Lab

ProMinent®

Clear Water – Clear Sales

Increased transparency and efficiency
thanks to SAP Sales Cloud

"With Camelot ITLab, we had a fantastic partner by our side when we introduced SAP Sales Cloud. The consultants brought a high level of SAP expertise with them, and they've done a great job working alongside our project team."

Ralf Kiermaier, Vice President Global Sales and Marketing at ProMinent

Diverse application scenarios, diverse requirements

The Taronga Zoo in Sydney is home to seals, leopard seals and penguins – and ProMinent helps make sure they feel right at home there. The Heidelberg-based company produces ozone systems that can disinfect a total of 2,500 cubic meters of seawater in several pools, as well as one pool of fresh water. ProMinent has been developing and manufacturing components and systems for the treatment and disinfection of water and dosing of liquids since as early as 1960. Its solutions are used all over the world in the most diverse places: in a swimming pool in the Arctic Circle, for example, in an ore mine in Sweden, or at a sturgeon farm in Abu Dhabi. Around 2,700 employees across more than 100 countries ensure that customers all over the world have the opportunity to benefit from ProMinent's products.

The components and systems ProMinent produces can be used to implement different application scenarios for customers from a wide range of industries. Their individual requirements are therefore also correspondingly diverse. In order to perfectly meet these needs, ProMinent offers excellent advice and sales support from the very first point of contact – with considerable help from a dedicated IT system.

A CRM system for worldwide use

Most of ProMinent's sales staff in Germany were in fact already using a CRM system. Most other branches had none, however – and so demand for such a system outside Germany steadily increased. It was against this background that ProMinent's management made the decision to introduce a new CRM system capable of being rolled out worldwide, thus ensuring optimal conditions across all sites. This wasn't only intended to support sales staff, however; the new tool was also tasked with making the overall sales process and individual sales cycles more transparent, and with increasing efficiency and improving customer relationship management. In concrete terms, a binding request-to-order process was to be established and then mapped onto the IT side of operations.

The decision for SAP Sales Cloud and Camelot ITLab

ProMinent's first task was to select the right CRM system. After exploring a number of different solutions offered by various providers, the company finally decided on SAP Sales Cloud as a component of SAP Customer Experience (SAP CX). In addition to its functional aspects and cloud-based operation, the main reason for this choice was the possibility to seamlessly integrate the tool into the existing SAP landscape. The search for an implementation partner, meanwhile, ended in favor of Camelot ITLab. "On the one hand, we were impressed by their high level of SAP expertise – this was particularly important to us since we planned to connect SAP Sales Cloud to SAP ERP," says Ralf Kiermaier, Vice President Global Sales and Marketing at ProMinent. "On the other hand, we also felt from early on that the consultants from Camelot ITLab were harmonizing really well with our own project team. This positive feeling was then totally confirmed in the project itself."

"The introduction of SAP Sales Cloud has really paid off for us. The initial results have been fully in line with our expectations, and so we now want to get even more out of the solution – by working together with Camelot ITLab."

Florian Blischke, Project Manager and Manager of Sales Development Programs at ProMinent

Standardized template with three additional developments

And so it was that ProMinent employees and Camelot ITLab consultants came together to create a template that maps the entire sales process. Camelot not only supported ITLab in the introduction of the standard functionalities but also provided important additional functions not available in the standard version using close-to-standard developments. For example, the number equality of the master data between SAP ERP and SAP Customer Experience was ensured, with SAP ERP retaining its leading role in terms of number assignment. This allows users to utilize their established and familiar customer numbers when working with SAP Sales Cloud.

In addition, the link between opportunity and offer was also significantly increased, with the last quotation value automatically transferred to the corresponding opportunity. This takes into account not only the document currency, but also the local and global company currencies. These enhancements also make it possible to cancel all attached offers in the event that an opportunity is canceled.

Once the template was ready for use, it was first introduced at the German sales office, and later on in the United Kingdom. The first two rollouts were carried out in extremely close cooperation with Camelot ITLab. ProMinent employees were then able to independently implement the remaining rollouts themselves, thanks to the consultants' earlier help. In 2019, SAP Sales Cloud will be introduced in four additional countries.

Further development with Camelot ITLab

The success of the new CRM system can already be seen in practice in Germany and the United Kingdom: Employees are supported along the entire sales process, and they record all necessary information at the right points. This creates transparency around existing sales cycles and allows data to be evaluated comprehensively. "We are very satisfied with the initial results, and we're convinced we can get even more out of SAP Sales Cloud. And so we'll continue to develop the system with Camelot ITLab as a partner," says Florian Blischke, Project Manager and Manager of Sales Development Programs at ProMinent.

THE RESULTS AT A GLANCE

- ▶ More transparency: control of sales and individual sales cycles
- ▶ More efficiency in sales: support throughout the entire process
- ▶ More flexibility: rapid implementation of sales requirements
- ▶ More collaboration: improved cooperation between office and field staff
- ▶ More mobility: location-independent work with no need for VPN connections

The company

The ProMinent Group

For more than 55 years now, the ProMinent Group has been manufacturing components and systems for dosing liquid substances and acting as a reliable partner for water treatment solutions. The group has its headquarters in Heidelberg. Around 2,700 employees in 51 of its own sales, production and service companies work together with representatives based around the world to guarantee service and availability in around 100 countries.

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Camelot ITLab GmbH

Camelot Innovative Technologies Lab (Camelot ITLab) is the leading SAP consulting company for digitized value chain management. With more than 20 years of experience, Camelot ITLab supports customers with their digital transformation. Services range from strategic dialog about current challenges in the digital world, to the implementation of new digital solutions. With 1,800 employees worldwide, Camelot ITLab is part of the CAMELOT Group and is committed to customer orientation, innovation, top quality and end-to-end solutions.

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