

you FIRST. **MIGUA**[®]

Improving the Profile of Sales Customer

Customer relationship management with
SAP C/4HANA Sales Cloud at MIGUA



"Thanks to the individual configuration of SAP C/4HANA in line with our industry-specific requirements in property business, we now have a system at our disposal that optimally supports our sales in our segment."

Holger Schirmeier
Head of Sales, MIGUA Fugensysteme GmbH

below:

2nd from left: Ralf Bell, Key Account Manager International, Waterfront Integrated Resort, Colombo, Sri Lanka

right:

Dubai Mall Extension, Dubai, United Arab Emirates, MIGUA joint profiles



Industry-specific sales requirements

A CRM system had already been in use for several years at MIGUA, which however did not meet the performance requirements of MIGUA due to its outdated user interface, slow response times and insufficient integration into existing systems. During the search for a new solution, the sales team attached particular importance to the fact that the usual focus on “property business” in the construction industry could be mapped flexibly. In addition, the future CRM system should provide mobile support for sales employees irrespective of their devices, and enable integration with Microsoft Outlook and SAP Business One in order to increase acceptance among end users.

For these reasons, MIGUA decided to replace the existing legacy CRM system with a modern cloud based CRM solution. After a carefully conducted IT and vendor selection process, the decision was made to re-implement the SAP C/4HANA Sales Cloud with the C/4HANA team of Camelot ITLab GmbH and to completely replace the existing CRM legacy system.

Fast migration to a high-performance cloud solution

On the basis of an agile project methodology and with close cooperation between the Camelot CRM team and the MIGUA specialist department, a future-oriented, flexible CRM solution was successfully introduced in just a few months. Thanks to seamless integration into the existing SAP Business One backend system, customer data stored there is also available in the CRM system to any sales employee worldwide in real time.

The migration significantly improved data quality, as SAP C/4HANA consistently supports the user in terms of completeness, consistency and duplicates. What’s more, SAP C/4HANA offers extensive reporting functionalities for ad hoc evaluations in order to be able to provide information both within the sales department and to the finance department and management.

“Our sales staff can now access their data in real time, while on the go and on any device – which represents a major step towards greater efficiency and user-friendliness.”

Ralf Bell,
Key Account Manager International,
MIGUA Fugensysteme GmbH



left:
Barajas Airport, Madrid, Spain, MIGUA joint profiles

above:
Zugspitze, Germany, MIGUA joint profiles

Project overview

Sales processes

- Adaptation and extension of the system for mapping the construction sector-specific „property business“ on the basis of SAP standard objects
 - Entry of construction projects
 - Entry of multiple opportunities for one construction project
 - Recording of manufacturers and competitors involved in an opportunity
- Adaptation of regional management for the automated assignment of responsible sales employees to a construction project
- Overview and resubmission of all relevant opportunities of a sales employee
- Adaptation of customer, contact, opportunity and activity management in line with MIGUA's own requirements

System setup

- Migration of all master data, such as customers, contact persons and construction projects from the existing legacy CRM system
- Migration of all transaction data, such as opportunities, visits, appointments, etc. from the existing legacy CRM system
- Roll-out of the SAP C/4HANA app to mobile device

Interfaces

- Connection/integration of the existing SAP Business One (ERP) system
- Integration of customer master data from SAP Business One to SAP C/4HANA
- Integration into MS Outlook

The results at a glance

- ▶ 360° overview of all customers
- ▶ Optimal tracking of current sales opportunities for construction projects
- ▶ Increased data quality thanks to system-supported data maintenance
- ▶ Increased user acceptance due to an intuitive and modern user interface as well as high system performance
- ▶ Flexible, future-proof IT platform for the requirements of the future
- ▶ Better reporting capabilities, from ad hoc reporting for employees to strategic reporting for sales and executive management

The companies

MIGUA Fugensysteme GmbH

MIGUA Fugensysteme GmbH is one of Europe's leading suppliers for the design, manufacture and installation of joint profile systems. MIGUA joint systems are used to bridge, close and seal expansion joints, especially in large construction projects such as airports, railway stations, industrial plants, car parks, shopping centers, exhibition halls and clinics.

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Camelot ITLab GmbH

Camelot Innovative Technologies Lab (Camelot ITLab) is the leading SAP consultancy for digital value chain management. With more than 20 years of experience Camelot ITLab leads clients in their digital transformation. Our capabilities range from the strategic dialogue around current challenges in the digital world to the implementation of the new, digital solutions. As part of CAMELOT Group with 1,800 employees worldwide, Camelot ITLab stands for customer orientation, innovation, highest quality and feasible end-to-end solutions.

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