

# SAP CRM Mobile Sales

Gain efficiency in the  
commercial team



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**azkar**  
DACHSER Group



# SAP CRM Mobile Sales

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## What was the need?

## AZKAR – SAP CRM Mobile Sales

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This innovation project consists of implementing the **SAP CRM Mobile Sales** solution with the aim of making the sales force more efficient:

- Increasing the time spent on sales calls to clients (or potential clients).
- Strengthening relations with clients at the level defined by company through sales call control procedures.
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- Implementing the methodology defined by Azkar according to the new client segmentation.

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## Objective

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## Azkar: a leader in the logistics sector in Spain and Portugal

As a full-service international logistics operator, Azkar is the leader on the Iberian Peninsula and services all of Europe. The company provides a wide range of services to its clients along the entire supply chain in a variety of market sectors, including shipping and distribution as well as outsourced logistics operations for the entire supply chain, from the point of origin of the goods anywhere in the world to last mile distribution by road anywhere in Europe.

Azkar currently has 1,062,322 m<sup>2</sup> of logistics space and a fleet of more than 2,659 vehicles. The company is known for the dedication and professionalism of its more than 5,000 employees. Azkar covers the supply chain needs of more than 15,000 clients operating in different sectors in Spain and Portugal. To do so, the company offers a broad range of shipping, distribution and logistics services. In May of 2006 Azkar introduced a new world-wide air and ocean transport service.

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## Clients and employees

## Clients as the focus of innovation and employees as the most valuable asset

As a service provider, Azkar is exposed on a daily basis to its clients' opinions on the value of its creative capacity. The company has taken a new approach in recent years to ensure that clients have the satisfying experience possible, with a multi-product, multi-sectorial offer that surpasses boundaries, to the extent that more than 30% of the company's turnover is generated outside of Spain and Portugal. This will allow the company to be more resistant to cyclical changes in the present and even more importantly in the future.

Azkar's logistics area offers customers the opportunity to outsource their logistics services, working with them on customised projects and offering not only physical warehouse and distribution services but consulting and engineering as well. In Spain and Portugal, the logistics division operates 27 warehouses in close collaboration with the clients they serve, in some cases even integrating into the clients' logistic structures. Azkar's logistics area offers clients variety and reduces their logistics costs, providing safe year-round service; specific, evolved technology that does not require investment; continuous and immediate adaptation to the clients' needs; stock management in exclusive or shared warehouses and reverse logistics services.

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## Clients and employees

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Azkar offers clients a wide range of shipping services defined according to current supply models that require specialised processes, such as shipments that require a fixed delivery date (EXPRESS or FIX) or those which require delivery at a particular time of day (AZKAR NIGHT, AZKAR 10 and AZKAR 13). Azkar warrants the quality and safety of the services it offers, close control of the goods, prior identification of the delivery person, key custody, disabling and resetting alarms.

For international distribution within Europe Azkar has entered into bilateral agreements with other logistics operators like Dachser, Exapaq and Fercam, Azkar in order to be able to offer clients the services that best satisfy their needs at any given time. In addition to Azkar's ongoing investment in infrastructure, the company is committed to investing in mobility and web-based technologies on the understanding that real time processes offer a clear competitive advantage. Some of the benefits of this include eliminating paper delivery notes that must be signed in the terminal, real time reporting of deliveries and incidents, online management of delivery incidents by clients, use of a mobility tool to coordinate pick-ups and traceability at the individual package level.

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## Technology

## SAP CRM Mobile Sales as the winning option

Because of limitations posed by the CRM system and the need to develop the tool to add new functional processes, the decision was taken to focus on the evolution of the CRM functionality and to implement the SAP mobile platform. The main reasons that led to the client choosing SAP were as follows:

- The SAP CRM Mobile Sales solutions met the needs of Azkar's sales department from a functional point of view and from a strategic systems point of view.
- Due to the sales-intensive nature of the business, the department needed a tool that would allow the sales force to spend more time out of the office making sales than in the office doing paperwork. They needed to be able to make offers relying on secure information that would be readily available at all times and to keep that information in a standard, robust and scalable system.
- The solution had to be secure and easy to integrate with the rest of the corporate systems, most of which were SAP solutions.

SAP CRM Mobile Sales has made it possible for Azkar's sales force to spend more time with clients and less time in the office.

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## Technological renewal

## A ground-breaking mobility RDS in Spain

Faced with the prospect of a technology renovation process and a very ambitious and ground-breaking implementation in Spain, Azkar chose everis as its technological partner for the requirements analysis and preparation of the BBP. In September 2012, the team got to work on devising the best plan for incorporating Azkar's commercial processes into the new solution and detecting the additional functionalities that would be needed for the standard solution to satisfy the particular functional requirements of the implementation.

The goal was always to take advantage of the standard functionality that SAP provides. A two-phase strategy was used to convert CRM into a sales tool and equip the sale force with mobility resources that would make their jobs easier. The first phase consisted of some quick changes to the system to familiarize the sales force with it. In the second phase the SAP Mobility CRM Sales solution was implemented to satisfy the most complex requirements. Gradually, the sales force became familiar with the system.

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## Implantation

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## SAP CRM Mobile Sales

The solution offered to Azkar involved the following tasks:

- Implementation of functional betterments by applying standard SAP processes to the SAP CRM solution for managing sales processes (account and contact management and control of activities, leads and opportunities). A customer segmentation function was developed on SAP CRM and the Outlook, Google corporate and SAP CRM agendas were added to the solution.
- Integration of billing (CO-PA) and collection management (FI-AR) information.
- Development of management reporting for sales force.
- Use of the SUP platform for the automated integration of the SAP CRM Mobile Sales and SAP CRM system.



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## Tool



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## A tool that harnesses the potential of the sales force

There are numerous advantages to the newly-implemented system, including a notable decrease in the amount of time salespeople need to spend entering their daily or weekly activities into the corporate CRM system. There is now a single point of access to all of the information the sales force needs to maximise sales and expedite purchasing decisions. Salespeople are now more productive since they are able to devote more time to actually selling. Indirectly, this solution offers the sales force a new tool that allows them to:

- Take advantage of applications that facilitate collaboration with other salespeople and even with clients.
- Share documents and information.
- Access corporate email and various agendas.
- Pave the way for other corporate processes to be mobilised in the future (timesheets and expense reports, approvalworkflows, employee consults, “my information” ...)

A mobility tool does not guarantee that sales will increase but it does create more favourable conditions for that to happen.

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Future

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## SYBASE UNWIRED PLATFORM a dynamic and scalable solution of the future

As demand rises for mobile business applications and the requirements become more complex, there is an even greater need for a consistent and highly adaptable application development platform. Created from a proven leader in the technology sector, Sybase Unwired Platform is a mobile business application platform that allows you to quickly and easily develop mobile applications that provide secure access to corporate information on a variety of mobile devices.

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