



A cockpit representation of SAP's CRM banking expertise

Customer

SAP Deutschland AG & Co. KG

Industry

Service providers

Company profile

SAP is the world's third largest developer of business software for customers around the globe.

Role of ec4u

ec4u ascertained, analyzed, and processed the available information. It summarized the results in the framework of a cockpit.

Benefitis

Following bundling of the information, the Industry Business Development Banking EMEA Central unit is now in a position to deliver information promptly on customer use as requested by the respective SAP sales department.

The Industry Business Development Banking unit has extensive information on the needs of the financial services sector. The aim was to prepare and bundle this information for internal use.

SAP is the world's third-largest independent supplier of software, designed to assist corporate clients all over the globe to effectively manage and optimize their core business processes.

SAP offers a comprehensive set of applications for customer relationship management, called SAP CRM, for thorough and reliable support of business processes. Moreover, SAP has specific versions of this software for various sectors. One such version covers the financial services sector, with emphasis on banking, which SAP has been serving for many years.

DECADES OF A SUCCESSFUL ALLIANCE WITH THE FINANCIAL SECTOR

More than 550 banking institutions in over 60 countries rely on SAP for their software. SAP has worked closely with enterprises in this sector for decades and is accordingly well aware of their needs. This is evident in the multiplicity of sector-specific functions offered by the SAP portfolio.

EXTENDED CRM SOLUTIONS FOR BANKS

SAP applied its in-depth knowledge of the banking world and an understanding of the new requirements for the credit markets to come up with its CRM for Banking software.

IDENTIFY MARKETING POTENTIAL AND ADDRESS CUSTOMER BENEFITS

ec4u supported SAP with its revised and extended CRM solution by identifying and assessing aspects of customer benefits to define the potential market. This analysis addressed the long-term experience of SAP with banks, current scientific findings, and suggestions from interviews with managers in the financial services sector.

RESULTS DOCUMENTS IN THE FORM OF A COCKPIT

A cockpit format was developed to display all findings of relevance to the business development department for marketing SAP CRM software. Both this department and sales unit for banking utilize this cockpit within SAP to process and evaluate customer benefits.

IMMEDIATE ACCESS TO SPECIFIC AND CURRENT INFORMATION

Since the Industry Business Development Banking EMEA Central unit has bundled all the marketing expertise, the sales unit of SAP can now

"ec4u had the compelling idea to bundle our know-how in the form of a cockpit. Furthermore, the pragmatic approach ensured rapid application of the information."
Michael Strauß, Vice President Industry Business, Development Banking EMEA Central
SAP AG

prepare itself for interviews with customers by directly accessing specific and current information on SAP CRM for Banking.