

SAP Hybris Cloud for Sales at GEBHARDT

Case Study



GEBHARDT: Improving Teamwork and Customer Relationships with SAP Hybris Cloud for Sales

A constant flow of satisfied customers

GEBHARDT Intralogistics conveyor systems are a prime example of how intelligent solutions pave the way to efficient warehouse management and logistics processes, such as custom manufacturing, just-in-time delivery, and automation. This is why more and more customers rely on its customized material flow systems. But more customers means GEBHARDT needs greater support. The SAP Hybris Cloud for Sales solution helps the sales department handle the growing demand. Employees can compile highly com-

plex technical quotes faster, as all the information required is available across all departments and channels. The system constantly tracks quote-to-close ratios and cycle times. Customer activities are evaluated live and in detail. Moreover, decision makers gain a comprehensive view of the enterprise. Now customers are delighted that everyone they communicate with always knows their projects and pending quotations in detail.

Short Facts

Company:	GEBHARDT Fördertechnik GmbH
Headquarters:	Sinsheim, Germany
Sector:	Mechanical engineering, component construction and equipment manufacturing
Employees:	450
Turnover:	55 million euro
Solutions used:	SAP Hybris Cloud for Sales and SAP Hybris Cloud for Service



Objectives

- Enhance customer relationships, and avoid redundant communication
- Provide sales information to all departments on all channels throughout the company
- Improve sales control
- Accelerate quotation approval

Why SAP Hybris solutions

- Ability to roll out the SAP Hybris Cloud for Sales solution cost-effectively
- Mobile access to customer and sales information
- Impressive range of functions
- Long-standing positive experience with the SAP ERP application

Resolution

- Established standard processes with minimal adaptation required
- Ensured the solution is always up to date with automatic updates
- Completed implementation in just six weeks instead of the planned eight
- Achieved high user acceptance thanks to modern interfaces, mobile access, and Microsoft Outlook integration



[We can now keep track of open quotations and contracts won and lost at all times. SAP Hybris Cloud for Sales allows us to see where our company stands, at a regional, national, and international level.]

Marco Gebhardt, Managing Director, GEBHARDT Fördertechnik GmbH



Benefits

- Faster generation of quotations
- Better interdepartmental cooperation when processing inquiries
- Greater transparency into sales opportunities and leads
- Unified sales structure for parent companies and subsidiaries
- 360-degree view of all customers

Watch the Gebhardt Testimonial Video:



GEBHARDT Fördertechnik

GEBHARDT Fördertechnik was founded as a machinery construction company in 1952 and possesses lengthy experience in the development and manufacture of system solutions for internal logistics. All components and systems are produced internally at the Sinsheim factory over 16,000 m² of production space. From conveyor rollers to aisle stackers and complete intralogistics systems with contemporary electronic control. Over 60 years of experience in the development and implementation of logistical processes constitute the nutrient mix upon which the company's market leadership thrives. With this broad know-how, GEBHARDT is able to offer everything from a single source: From planning through design, to realisation and the provision of ongoing support to optimally integrated complete solutions. This confirms GEBHARDT as one of the leading internal logistics companies.



Sybit

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Do you have further questions? We look forward to your contact enquiry.



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