

SAP Hybris Cloud for Sales-Implementation Sybit Case Study



Salzgitter Mannesmann Line Pipe: Improving Internal Collaboration with SAP Hybris Cloud for Sales

Aircraft are the epitome of streamlined architecture. But to get them into the air, everything has to go right. At Frankfurt Airport, Germany's largest aviation hub, one reason aircraft take off every minute like clockwork is Salzgitter Mannesmann Line Pipe GmbH. Its 60-kilometer "made in Germany" pipeline transports kerosene to over 200 taps to get those planes prepped for takeoff. The company wanted internal processes to flow as smoothly as the aircraft - starting with quotations.

With help from Sybit GmbH, Salzgitter Mannesmann Line Pipe introduced the SAP® Hybris® Cloud for Sales solution to achieve this goal. This solution provides customer data and specifications at a mouse click. It facilitates work between sales, technical consulting, and production planning teams and allows unresolved questions in tender processes to be clarified swiftly. Inquiries are attributed clearly to different projects to boost efficiency and close information gaps.

Processing customer inquiries faster

Objectives

- Replace existing project database
- Optimize interdepartmental flow of information
- Consolidate heterogeneous data sources
- Accelerate creation of quotations

Why SAP Hybris solutions

- Simple integration of the SAP Hybris Cloud for Sales solution with the SAP ERP application
- Intuitive design
- High solution availability and predictable overall costs
- Data hosting in Germany

Resolution

- Established seamless interaction between sales, technical consulting, and production planning with centralized opportunity management
- Improved quality of information with help from Sybit GmbH



- Provided access to customer and order data anywhere and anytime
- Introduced accurate planning based on comprehensive data
- Provided support to attribute various inquiries to a project
- Simplified customer categorization with transparent inquiry history

Future plans

Accelerate workflows with SAP Jam™ Collaboration by integrating input material and freight purchasing processes

6%

Increase in efficiency for
sales region managers

4 weeks

Less processing time
required for quotations

365 days

System access each
year

“SAP Hybris Cloud for Sales helps our sales, technical consulting, and production planning teams work together far more efficiently to produce quotations, so we can respond to inquiries directly. In our fiercely competitive market, that is an immensely important advantage.”

Johannes Runge, CIO, Salzgitter Mannesmann Line Pipe GmbH



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Salzgitter Mannesmann Line Pipe GmbH

Salzgitter Mannesmann Line Pipe is a worldwide specialist for HFI (high frequency induction) longitudinally welded steel pipe at the forefront of technology. This includes oil and gas line pipe, pipe for drinking water and sewage systems, tubes for machinery and plant construction as well as oilfield tubes, pipe for long-distance heating systems and structural tubes. Our manufacturing programme is rounded off by a wide range of fittings, pipe accessories and project related services. As part of the Business Unit Mannesmann within Salzgitter AG, Salzgitter Mannesmann Line Pipe is committed to excellence and a can-do approach to customer needs and services - a reliable partner in present and future projects.



Im Überblick

Company: Salzgitter Mannesmann
Line Pipe GmbH

Company headquarters: Siegen, Germany

Sector: Produktion von Stahlrohren u.a. für
Ölindustrie, Energie-wirtschaft und Maschinenbau

Employees: 552

Turnover: 178 Millionen Euro

Solutions used: SAP Hybris Cloud for Sales

www.smlp.eu