

Satair, Kastrup, Denmark

FLYING HIGH WITH OPTIMIZED PIPELINE MANAGEMENT AND WORKFLOWS IN SAP SALES CLOUD



Starting small and building from there ensures that we are always fully utilizing the solution and its functionalities because it is adapted to our needs and processes.

Jesper Schlenkert, Business Process Manager, Satair



Challenges

- Satair's old CRM system did not offer the functionalities they wanted
- There was a lack of overview, transparency, and accessibility of sales activities and customer information
- The company wanted to increase focus on efficient pipeline management across the organization



Benefits

- Automating and optimizing processes in SAP Sales Cloud, e.g., for following up on quotes, has resulted in full transparency, significant time savings as well as higher quality and precision
- The solution has enabled more seamless cooperation and workflows between departments and with external partners
- SAP Sales Cloud is the first tool available to employees in Satair and Airbus without restrictions



Solutions

- SAP Sales Cloud



Why NTT DATA Business Solutions (NTT DATA)?

- Having been part of Satair's journey from the beginning, NTT DATA has in-depth knowledge of their business and needs to support its continuous development
- NTT DATA's experience allows them to provide multi-level sparring but also challenge Satair to keep pushing the boundaries for what they can do with their solution
- A continuous dialogue – and the same primary contacts throughout – ensures that NTT DATA and Satair speak the same language

SATAIR

Industry: Civil aerospace

Products: Sales and distribution of spare parts, tools, solutions, and services for airplanes – an Airbus subsidiary

Employees: 1,400+ across 10 locations worldwide

Revenue: Number (Year)

Website: www.satair.com

NTT DATA Business Solutions



NTT DATA
Trusted Global Innovator

Evolution over big bang

In 2016, Satair was on the lookout for a new CRM system and, together with NTT DATA, decided on SAP Sales Cloud. Implementation was completed ahead of schedule, below budget, and with minimum downtime, which Jesper Schlenkert, Business Process Manager at Satair attributes to their decision to start small combined with NTT DATA's experience:

"Being very clear on what we wanted and didn't want made it easier for an experienced partner like NTT DATA to make a bulletproof project plan. Also, knowing us and our business so well allowed them to ask all the critical questions needed to avoid the usual rookie mistakes in this type of project."

Satair's overall goal with Sales Cloud was to drive more sales through their pipeline faster and with a higher win rate. But another focus point was to gather and visualize both upstream information from suppliers and downstream information from customers in the same system.

The next step was therefore several more condensed projects dedicated to digitalizing and automating the surrounding workflows. According to Jesper Schlenkert, this approach delivered two main benefits: "By choosing an ongoing evolution over a big bang, we can complete smaller, highly targeted projects very efficiently – plus, continuous updates boost awareness and satisfaction among users."

Pipeline management and beyond

Satair's ambition was to make Sales Cloud the natural go-to tool for Sales. For that reason, today, the system allows the entire sales organization to access information for each opportunity and customer. Plus, it is integrated with their Google inbox and calendar to synchronize tasks, customer visits, action plans, reports, alerts, and more.

Another project replaced a fully manual follow-up procedure with an enhanced automated process to send quotes and create follow-up tasks for more timely and more precise efforts. Also, a unique integration with one of Satair's strategically important suppliers now allows them to forward leads directly into Satair's pipeline and receive live progress updates.

The long list of completed projects also includes improved data collection for calculation of business cases, creation of a separate and tailored environment for Satair's Business



partner department, and AI functionality for improved overview, transparency, and assessments of all standard sales opportunities.

The results speak for themselves. Satair has increased their conversion rate, win rate, and the speed at which they close sales. They have also achieved significant time savings from automating quotes, plus increased efficiency in Customer solutions thanks to faster and more precise handling, including higher quality quotes, and faster delivery due to easier follow-up.

The sky is the limit

Despite the many checkmarks, there is no shortage of upcoming Sales Cloud projects on Satair's to-do list. It currently includes exploring synergies between Sales and Product management, a ticketing system to enable 100% transparency for each customer, as well as further utilization of guided selling. According to Jesper Schlenkert, the foundation for all of it remains the ongoing dialogue with NTT DATA:

"With NTT DATA, we get competent, insightful sparring – from a strategic level all the way down to daily operations. And because they know us so well, we speak the same language, and we can count on them to say no when something is the wrong way to go for us."

Want to know more?
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