Synthomer Deutschland GmbH, Marl, Germany

CULTIVATING VALUABLE CUSTOMER RELATIONSHIPS WITH SAP® SALES CLOUD

> ❝ itelligence* is our companion on our journey into the cloud. With the SAP Sales Cloud, we have found the key to optimize our global sales processes. For instance, high-performance business processes with mobile access to customer data are possible at the touch of a button in real time.

Herve Seidou Toure, IT Systems Cloud Application Manager, Synthomer Germany GmbH

Challenges

- Various ERP and CRM systems
- Need for a CRM solution for coordination and reporting of global sales activities
- Manual interfaces in the sales process
- Replacement of the existing system

Solutions

- SAP Sales Cloud (SAP C/4HANA® Suite)
- SAP Cloud Platform Integration
- Application Management Services (AMS) by NTT DATA Business Solutions UK

Benefits

- Creation of a global CRM system connected to the existing SAP ERP system
- Digitalization of sales processes
- Mobile access to customer data
- Increased efficiency and transparency of global sales activities
- Harmonization of data
- Reporting in real time

Why NTT DATA Business Solutions?

- Impressive overall concept
- Extensive expertise in the CRM field and in-depth knowledge of cloud solutions
- Expert in complex global business with a worldwide presence

Company: Synthomer plc
Subsidiary: Synthomer Deutschland GmbH
Industry: Chemicals
Products: Chemical products such as aqueous polymers and synthetic latex
Employees: 2,900 worldwide (2019)
Turnover: EUR 1.62 billion (2018)
Headquarters: Essex, United Kingdom

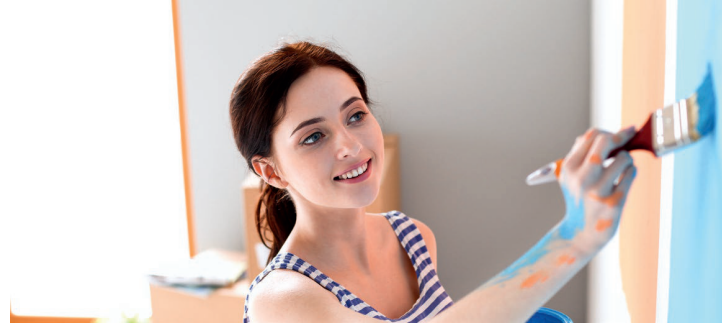* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

NTT DATA Business Solutions

Synthomer Deutschland GmbH: Progress and Sustainability

Synthomer's roots stretch right back to 1863. The long history of the global company, headquartered in London, UK, is defined by constant growth, global expansion, and a specialization in aqueous polymers and synthetic latex, which the chemical manufacturer sells successfully as one of the world's leading providers. Its many different chemical substances are widely used in numerous industries in the manufacture of various products. From adhesives and carpets to medical products and technical fabrics: Synthomer is familiar with customer requirements in various industries, and meets them with a high level of quality and sustainability. As a company that operates in 18 countries and has 25 production locations worldwide, a first-class sales network is also a key factor in its success. To this end, clearly defined digital processes at a global level are required for sales success. These must make day-to-day work easier so that demanding customer relationships can be cultivated in a way that creates value. The company's existing customer relationship management solution was no longer able to cope with the intense demands placed on the in-house system landscape. Synthomer came across NTT DATA Business Solutions when looking for an IT service provider with substantial expertise in the CRM and cloud sectors as well as a global presence.

New Directions in Sales

The company's sales processes initially had a complex structure. As there was no group-wide, uniform ERP and CRM system, there were numerous manual interfaces. We evaluated the processes in extensive requirements workshops in order to find a suitable solution. The introduction of a global CRM system had to be made possible, the connection to the existing SAP ERP system had to be guaranteed and manual interfaces had to be eliminated. Another project objective was to increase the efficiency and transparency of sales processes. At the same time, it had to be possible to implement a new reporting solution in order to coordinate and evaluate sales activities across the group. This evaluation can then be used as a basis for strategic decisions in Sales and Marketing.

Ensuring the Right Blend for Success

With the introduction of SAP Sales Cloud as software-as-a-service and SAP Cloud Platform Integration, Synthomer now benefits from end-to-end business processes with mobile data access. Through SAP Cloud Platform Integration, the relevant data from the ERP systems has been merged in order to allow consolidated use in the system. Consequently, Sales now has the ideal tool for day-to-day business, as customer data is available online and offline. For instance, customer visits, orders, and offers can be retrieved at any time, and sales activities can be evaluated via the reporting function. Analysis results are displayed interactively in seconds, thus reducing the workload and increasing productivity. At the same time, manual and paper-based processes that previously caused media disruption have been abolished.

The Right Chemistry!

Our impressive overall concept for digitalization of global sales processes was brought to a successful conclusion with the go-live. Synthomer has also successfully rolled out the solution at its global locations, enabling local sales teams to benefit from the new solution. The chemistry is right here!

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