



GfK SE, Nuremberg

Application Management Service: Thinking Big.

»Due to Application Management Services provided by itelligence AG, we benefit from support across different time zones – and thus from reduced costs alongside high process quality.«

André Holhozinskyj, global head of finance and sub-regional CFO, Germany/Switzerland

How are consumers' lifestyles, values and behavior changing? How do you steer them towards your products, and what are the best ways of reaching your target group? Companies and institutions around the globe need data that gives them a clear picture of current and future market trends. Many get this from GfK, one of the world's largest opinion research institutes.

Consistent Support for Worldwide Growth

GfK's clear analysis in its sectors "Consumer Choices" and "Consumer Experiences" have resulted in major international growth, with employee numbers doubling in the past 10 years. But this has also made internal information sharing more complex, so GfK has implemented a single, SAP-based enterprise resource planning (ERP) system for all of its locations.

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The research company GfK provides reliable, relevant market and consumer data to help clients make the right decisions. Its 13,000 experts combine global know-how with local market analysis in more than 100 countries. GfK employs innovative technology and scientific processes to produce intelligent information that makes its clients more competitive and enriches consumers' lives.



Name:
GfK SE

Industry:
Market research:
Fifth largest company
of its kind in the world

Company size:
13,000 employees

Headquarters:
Nuremberg, Germany

Subsidiaries:
In more than 100 countries

Challenge:
GfK required specific ERP
expertise in each country.

Solution:
Professional, worldwide
24/7 Application Manage-
ment Services provided
by the itelligence experts.

Benefit:
Freed up resources for GfK's
core business, saved money,
and improved process quality.

"We needed a partner to provide Application Management Services (AMS) for all the different modules and time zones," says André Holhozinskyj.

Focusing on Individual Needs

GfK needed an international service provider that was sufficiently flexible to accommodate its specific requirements. Finally, Bielefeld-based itelligence AG won the contract, thanks to its SAP expertise and high quality standards. These were the prerequisites which had to be fulfilled with the AMS project, next to the ability to understand and implement the client's individual requirements.

The two companies drew up a support plan to ensure that GfK received the highest possible quality of service.

- All applications are managed under one roof
- Individual support is tailored to the way in which GfK operates
- A special team handles GfK support tickets and provides comprehensive reporting
- Smaller system changes can be implemented immediately
- GfK strives to significantly reduce costs and increase flexibility

Close Relationship Results in New Projects

This support strategy involved intensive cooperation between IT specialists at GfK and itelligence and, as a result, the two companies are now working together on additional projects. itelligence's international team is managing an SAP project named SCOPE. Under the motto "Single Truth of Finance," it aims to ensure that all parts of the group provide consistent and reliable financial data. "An impressive 5,200 members of our staff now use SCOPE tools and receive Application Management support from itelligence," says André Holhozinskyj. "Gradually, we'll roll out these applications in the various countries since we want to think in big dimensions."

Facts & Figures

Solution: SAP Application Management Services

Project start: Fall 2013

Number of users: 5,200 employees

Modules used: SAP ERP, Business Intelligence (BI), SRM

Benefits:

- Single ERP system for the whole company
- Incorporation of GfK-specific processes
- Professional 24/7 support
- No building up of in-house expertise at GfK
- Support is scalable as required

