

FIT: Boosting Sales Collaboration and Performance with SAP® Hybris® Cloud for Sales

The right IT partner can help a business stand out from the crowd. To keep small and midsize clients on top, Freudenberg IT (FIT) helps maximize success with SAP® solutions.

To do the same for itself, FIT uses the SAP Hybris® Cloud for Sales solution. Now its global sales team can access data and collaborate on the go via mobile device, helping to identify new opportunities more quickly. And management has more-powerful analytics to support short- and long-term planning, helping better ensure client success.



Keeping salespeople connected and on the go

Company

Freudenberg IT SE & Co. KG
(FIT)

Headquarters

Weinheim, Germany

Industry

Professional services

Products and Services

IT strategy development,
design, implementation, and
consulting

Employees

700

Web Site

www.freudenberg-it.de

Objectives

- Increase the transparency of the sales process
- Speed up international sales reporting
- Improve strategic planning
- Offer customers more comprehensive and tailored services
- Ease global acceptance of the SAP® Hybris® Cloud for Sales solution

Why SAP Hybris solutions

- Compatibility with the existing IT environment
- Cloud-based applications that permit rapid rollout and lower total cost of ownership
- Mobile access that lets salespeople collaborate and access data on the go
- Functionality that can be standardized to meet international process requirements and customized to meet local ones

Resolution

Deployed the SAP Hybris Cloud for Sales solution

Benefits

- Worldwide sales activities that are more transparent
- In-depth short- and long-term planning
- High user acceptance across global subsidiaries
- Integration with Microsoft Outlook, reducing sales team workload
- Better sales team collaboration, boosting customer loyalty
- Mobile apps that allow team collaboration and on-the-go access to data
- Less administrative work, thanks to cloud-based technology
- Faster reporting for all branches

Better

Sales team collaboration

Mobile

Access to data

Faster

Reporting

High

User acceptance

"With SAP Hybris Cloud for Sales, salespeople can uncover new opportunities faster and accelerate sales cycles through real-time, global collaboration. We can better support our international customers and propose solutions that reflect a deeper understanding of who they are and what they care about."

Dirk Nitze, Head of New Account Sales, Freudenberg IT SE & Co. KG

© 2016 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.