



## ContiTech: More Time for Customers with SAP® Cloud for Sales

Business is booming, and ContiTech's conveyor belt business unit is one of the global market leaders. However, the sales teams had reached the limits with the old system – processes were no longer transparent. The SAP® Cloud for Sales solution enables the entire sales staff to work more effectively, track their customers better, and continue to serve them optimally even as the company grows.

# ContiTech: One Team, from Asia to South America

## Good advice around the world

### Objectives

- Reduce the workload of sales and customer support teams
- Make sales more efficient and transparent
- Introduce a solution that can be used internationally
- Create a uniform database

### Why SAP

- Best look and feel of all solutions evaluated
- Standardized integration with the SAP® ERP application
- Mobile cloud-based solution that can also be used offline
- Diverse analysis functions
- Simple adaptation to customer-specific processes
- Trust in data security

### Benefits

- Comprehensive view of customers – access to information from SAP ERP
- Rapid, effective quote creation
- Sales employees able to cooperate worldwide
- Reporting at the push of a button, permitting in-depth sales planning
- Simple integration of in-house configuration solution
- Improved customer loyalty

### Future plans

- Roll out solution in all 16 branches
- Implement cloud solutions for other departments



### Company

ContiTech Conveyor Belt Group

### Headquarters

Northeim, Germany

### Industry

Industrial machinery and components

### Products and Services

Functional parts, components, and systems

### Employees

3,983 (2013, in business unit Conveyor Belt Group)

### Revenue

€597 million (2013)

### Web Site

[www.contitech.de](http://www.contitech.de)

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“Our sales teams work around the world. The SAP Cloud for Sales solution will give sales a comprehensive view of our customers, facilitating better support services.”

Torben Franzke, Head of IT, ContiTech Conveyor Belt Group

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