

How Does a Medium-Sized Company Stay Close to Every Customer in 70 Countries?

From high-precision circular saws to bandsaws for heavy blocks, industrial companies around the world can find the ideal solutions for their specific needs at Behringer. This is thanks to the company's sophisticated sales and service organization. On average, Behringer visits one trade fair every week, and it has many local sales partners. However, global growth quickly pushed the company's conventional business software to its limits.

For this reason, Behringer implemented SAP® Hybris® Cloud for Customer with support from SAP partner itelligence. The company uses the solution to collect, examine, and analyze all customer data – from the initial contact at a trade fair to lead distribution and customer support. Employees in the field now have easy access to all important data on their smartphones and are fully prepared for face-to-face meetings. And that is what pleases Behringer's customers most of all.





“For our global sales, we need software that makes the entire process transparent. With the new solution, this works perfectly. We have a clear overview of our entire sales pipeline **at all times: even on the go.**”

Christoph Brauß, Head of SAP Business Processes, Behringer GmbH

The sales team at Behringer can now support its customers even more effectively. Current data from ERP and CRM software enables a highly efficient, completely transparent process. New leads can be captured quickly and routed to the right employees.



2
months to complete implementation



50
people use the solution



100%
transparent sales pipeline





Keeping Track of the Sales Pipeline from the Initial Contact with SAP® Solutions



Company Name

Behringer GmbH
Kirchardt, Germany
www.behringer.net

Industry

Industrial machinery and components

Products and Services

Bandsaws and circular saws

Employees

360 (2015)

Revenue

€47 million (2015)

SAP® Hybris® Solutions

SAP Hybris Cloud for Customer

In collaboration with itelligence, Behringer implemented the SAP® Hybris® Cloud for Customer solution. This enables the company to keep on top of its sales in 70 countries and support its customer better than ever before.

Before: Challenges and Opportunities

- Capture and handle leads more efficiently, and address customers more personally
- Build a company-wide foundation for customer information that is always up to date
- Support the whole group's sales processes

Why SAP and itelligence

- SAP Hybris Cloud for Customer can be seamlessly integrated into the existing SAP ERP system
- Implementation partner itelligence has extensive experience in projects with medium-sized enterprises and an excellent methodology

After: Value-Driven Results

- End-to-end sales processes and a fully documented pipeline from initial contact to support
- Cloud solution enables customer data and leads to be quickly relayed to external representatives
- The sales team has a 360-degree view of every customer
- All leads are clearly structured and can be distributed to the right people with a click
- Sales processes can be optimized thanks to advanced reporting
- Employees in the field have a constant overview of current tasks and project status

“The SAP solution enables us to take our sales to an entirely new level.”

Christoph Brauß, Head of SAP Business Processes, Behringer GmbH

SAP Hybris (v)

Featured Partner

itelligence NTT DATA Business Solutions

Seamless

sales processes

Current

customer data

Efficient

Collaboration in multiple countries

[Learn more >](#)

© 2017 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.

The information contained herein may be changed without prior notice. 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 or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP 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, and they should not be relied upon in making purchasing decisions.

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. All other product and service names mentioned are the trademarks of their respective companies.

See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.