SAP Hybris

IBsolution GmbH: More Benefits at Lower Costs with SAP® Hybris® Sales Cloud

Heilbronn-based IT service provider IBsolution has many happy customers. Over 90 percent of them would fully recommend the SAP consultancy.

To ensure that this stays true in the future, the company chose SAP® Hybris® Cloud for Customer. The CRM solution gives account managers a 360-degree view of all customers – even via mobile devices. The solution is connected to the ERP system and also integrates information from social networks such as XING. In the past, quotations, contracts, sales figures, and meeting notes had to be brought together from different sources, which was a time-consuming process. Now, however, all relevant information is available at the click of a mouse. This also means sales and marketing campaigns can be created more quickly than ever before.

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A constant view of all customer data – even on the go

Company
IBsolution GmbH

Headquarters
Heilbronn, Germany

Industry
Professional services

Products and Services
SAP consulting and implementation, managed services, and software development

Employees
150

Website
www.ibsolution.de

Objectives
- Seamlessly integrate CRM solution into the IT landscape to ensure a consistent flow of information and enable precise planning
- Implement state-of-the-art CRM technology and benefit from innovations

Why SAP® Hybris® solutions
- Can be integrated into the company's existing SAP solutions
- Intuitive and easy to use
- Lower administrative effort

Resolution
- 360-degree view of all customers, leads, and opportunities
- Can be used on mobile devices, even with poor internet connection
- The SAP Jam collaboration platform enables internal and external partners to work together
- Access to real-time data thanks to linked opportunities in SAP Jam

Benefits
- Faster reporting without IT support, and easy-to-understand representation of complex sales structures
- Unified data storage with integration into other SAP solutions
- No need to switch between multiple systems
- Dynamic target audiences enable targeted sales and marketing campaigns
- Ability to plan multi-tiered campaigns in just a few clicks

50 percent
savings in license costs

4 hours
of user training was sufficient, thanks to intuitive interface

5 weeks
implementation time

"With SAP Hybris Cloud for Customer, we got a better solution while also reducing our running costs. Our sales and marketing employees are impressed."

Loren Heilig, Managing Director, IBsolution GmbH

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