

# Handtmann: Knowing Exactly What Customers Need, Thanks to SAP® Hybris® Cloud for Sales

Products and plants “made in Germany” enjoy huge popularity around the globe. But that doesn’t mean the Handtmann Group will simply rest on its laurels. Efficient processes and first-class service are ultimately becoming more and more important in today’s fiercely competitive market. Handtmann wants to pave the way for end-to-end customer relationship management (CRM) using the SAP® Hybris® Cloud for Sales solution.

The solution combines the benefits of cloud computing with an effective CRM system. Instead of wasting precious time searching through order history and billing details, or trying to determine who is responsible for what, employees now have information on more than 3,250 customers, 175 opportunities, and several hundred prospects at their fingertips – even on their tablets, smartphones, and other mobile devices.



# A holistic view of each customer

## Company

Handtmann Group

## Headquarters

Biberach, Germany

## Industries

Automotive (supplier),  
industrial machinery and  
components

## Products and Services

Machining centers; plant,  
plastics, and systems  
engineering

## Employees

3,000

## Revenue

€650 million (2014)

## Web Site

[www.handtmann.com](http://www.handtmann.com)

## Partner

All for One Steeb AG

[www.all-for-one.com](http://www.all-for-one.com)

## Objectives

- Eliminate paper-based workflows
- Implement unified marketing processes
- Optimize customer service quality

## Why SAP® Hybris® solutions

- Streamlined integration with the SAP® ERP application
- Secure data storage in SAP's data center
- Simple implementation
- Minimal administrative effort

## Resolution

- A holistic view of all customer requirements
- Transparent, end-to-end workflows
- Easier knowledge transfer within the marketing department
- Automated synchronization of e-mails, appointments, tasks, and contacts
- Greater flexibility through access to client data from any device

## Future plans

- Optimize after-sales service using the SAP Hybris® Cloud for Service solution
- Fully integrate cloud solutions with SAP ERP

## Faster

Information retrieval

## Better

Quality of service

## More

Customer empathy

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“Business success is all about marketing – and with SAP Hybris Cloud for Sales, we are better positioned than ever before. We can now delight even the most demanding customers with top-of-the-line service.”

Andreas Rükschl, Head of IT, Handtmann Service GmbH & Co. KG

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