

Managing Quotations and Orders More Efficiently with **SAP® CRM**



Salzburg AG
Salzburg, Austria
www.salzburg-ag.at (German)

Industry
Utilities

Products and Services
Utilities provider for energy, transportation, and telecommunications

Employees
2,200

Revenue
€1.4 billion

SAP® and Solutions
SAP® Digital Business Services, SAP Customer Relationship Management (CRM) application, SAP Pricing and Costing for Utilities application, and the express implementation service for SAP Customer Relationship Management

Utilities provider Salzburg AG needed a robust tool to help its business-to-business (B2B) sales team manage quotations and orders for about 10,000 customers. With the help of SAP Digital Business Services, it deployed SAP CRM. Now its team is more productive and better able to react quickly in a deregulated energy market.

Before: Challenges and Opportunities

- Implement a fast and flexible quotation- and order-management tool for business customers
- Enable a high level of automation and integration with the billing and logistics components of Salzburg AG's back-end Industry Solutions–Utilities (IS-U) system

Why SAP

- SAP CRM for a comprehensive, integrated CRM solution
- SAP Pricing and Costing for Utilities, offering enhanced sales management processes for commercial and industrial customers
- SAP Digital Business Services for top-notch implementation services and highly experienced, local consultants

After: Value-Driven Results

- Increased productivity and ability to perform under pressure in an increasingly deregulated energy market
- Faster time to market through integration with IS-U processes
- Reduced complexity through integration between B2B sales processes and back-end processes
- Knowledge transfer through scoping discussions on the CRM prototype, on-site training, remote knowledge-transfer sessions, and testing support

“SAP Digital Business Services made such a difference to our deployment of SAP CRM. The work atmosphere was very cooperative, and the result was an **innovative solution that has made us more competitive.”**

Markus Schmidt, Customer Care, Salzburg AG für Energie, Verkehr, und Telekommunikation

~40

Salespeople using the CRM system for more than 33,000 individual contracts

~1,500

Contracts and offers negotiated each year

Hours

To complete bid process, instead of days