



## Sluyter Logistics: controlling logistics with SAP Cloud for Customer

Sluyter Logistics is a full service logistics provider for sea and airfreight groupage (LCL), distribution transport, warehousing, dedicated transport, and container transport (FCL). With nine locations and 275 employees, Sluyter Logistics deploys more than 200 drivers on a daily basis. Sluyter is working on building long-term relationships with clients by offering a fitting and cost efficient solution for any logistical issue. To further professionalize the contacts with customers, they use SAP Cloud for Customer via itelligence.

Partner



# Management Summary

## Company or Organization

Sluyter Logistics

## Headquarters or Location

Rotterdam, Nederland

## Industry

Transport and logistics

## Products and Services

Sea and airfreight groupage (LCL), distribution transport, warehousing, dedicated transport, and container transport (FCL).

## Employees

275 employees (2015)

## Revenue or Budget

45 million euros (2014)

## Website

[www.sluyter-logistics.nl](http://www.sluyter-logistics.nl)

## Implementation Partner

itelligence

## BUSINESS TRANSFORMATION

### Key objectives:

- Optimizing marketing and sales processes
- Streamlining opportunity management

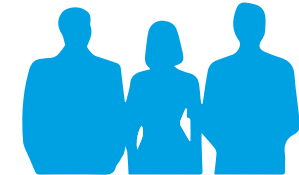
### Solution:

- SAP Cloud for Customer

### Main advantages:

- Less time needed for consultation about customer contact status
- Real-time project management with customers for managers
- Always current information about relationship management that is authorized for everyone
- Supporting acquisition and growth plans
- Working with the latest technology in the cloud with any device and at any time
- Flexibly complement what the current ERP solution cannot offer
- Insight into current customer data, always and everywhere
- Entering offline information via iPads that is synchronized directly upon going online

## TOP BENEFITS ACHIEVED



Professional relationship management



Working in the cloud, always and everywhere



No additional hardware required

“itelligence is a very involved SAP partner that was able to answer many of our questions even in the preliminary stages.”

Desirée Langius, Account Manager, Sluyter Logistics

## Management Summary

### Business Objectives

#### Solution

#### Transformation

#### Benefits

#### Future Plans

# Streamlining relationship management with Cloud for Customer

With nine locations and 275 employees, Sluyter Logistics deploys over 200 drivers every day. Sluyter is working on building long-term relationships with clients by offering a fitting and cost efficient solution for any logistical issue. The company has logistics centers in Rotterdam, Assen, Tilburg, Twello, Purmerend, and Maastricht. In addition to these Sluyter offices, it also has a stake in IWS at Schiphol (airfreight transport) and in Vepco (Container Transport) in Moerdijk. Finally, there is a partnership with Corneel Geerts Transportgroep in Wijnegem, Belgium.

To further streamline the relationship between the management and sales processes, Sluyter wanted to use the existing ERP solution (Transpas). This package is specifically designed for the transport and logistics sector, but it did not work optimally for Customer Relationship Management (CRM). Desirée Langius, Account Manager at Sluyter Logistics: “The CRM portion did not meet our expectations, so we went looking for an alternative. Via our CFO, we came across SAP Cloud for Customer and itelligence. We compared this package, which functions fully online, with Salesforce. Pinetree responded much better to our questions and their demonstration of SAP Cloud for Customer looked user-friendly and very professional.

Desirée Langius, Account Manager, Sluyter Logistics

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# ‘Professional and successful acquisition with SAP CRM’

itelligence advised Sluyter Logistics in implementing SAP Cloud for Customer and configured the package based on the experience and knowledge it had gained in SAP implementations for other logistics companies in previous years. Langius: “Pinetree asked critical questions to find out what we as customers really wanted. As a result, the business processes that SAP Cloud for Customer needs to streamline actually align with the company-specific CRM needs in the logistics sector in general, and those of Sluyter in particular.”

An important advantage of Cloud for Customer is the possibility of working with the solution on location. Employees can view customer information via apps for Android and iPhone. Langius: “The consultants at Sluyter Logistics are often on the road. With Cloud for Customer, they have an up-to-date image of our customers, always and everywhere. This allows them to optimally align their advice with the needs of the customer, which results in higher customer satisfaction and offers us opportunities to respond to potential new contracts.”



1 Logistics customer management streamlined

“With SAP Cloud for Customer, Sluyter Logistics can focus on the needs of its customers even more,” says Hein Kivits from itelligence. “We have documented the implementation in detail and use a specific project approach to support all commercial and logistical processes of Sluyter with the broad functionality that SAP offers by default. In addition, itelligence has captured best practices from logistics in a template.”

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# Doing more with a customer database

For employees at Sluyter, working with Cloud for Customer offers many new possibilities. Langius: “It has had various consequences that need to be taken into account when transferring data. For instance, colleagues need to agree in advance as to what data they want to transfer and what search queries they want to use for retrieving data.”

She continues: “But within our organization, we can now do much more with the customer database we are building. There is a smooth integration with Microsoft Outlook for mailings and managers can

update the customer database themselves using an iPad. We use many Excel tables, which we can now also update in real-time with Cloud for Customer. These are options that Salesforce did not offer, or at least answer our questions about. SAP Cloud for Customer really fits our specific organizational needs.”

“The advantage of an SAP specialist like itelligence is that it is a very involved partner that always helps us choose from the many available SAP options.

## GREATEST BENEFITS

# 1

One consistent customer approach



Growing importance of acquisition



Mobile work, whenever, wherever

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## More grip through consistent customer approach

The daily business benefits for Sluyter cannot be expressed in monetary terms. “We chose SAP because it is a complete online CRM package with a user-friendly interface. Furthermore, we did not need to make separate hardware investments anymore, and the Outlook integration was especially important to us. Moreover, itelligence offered us good service at an attractive, fixed price. Now that we have been working with it for a while, we notice that there is an entire system behind the online interface that offers a wealth of possibilities. For example, we can add our own logos and other images to mailings. Because this requires some technical knowledge, I have not tried this myself yet, but I will certainly delve into this soon. It may require some additional uploading from me, but it does mean everything is exactly as I like it,” Langius soberly explains.

“Moreover, we can better serve our customers now because the module for opportunity management allows us to better identify what their wishes and needs are. All the data we enter from now on form an investment in our customer relationships. Even all our separate Excel files and (project) administrations can be inserted and analyzed. This means we can save a lot of time in the cooperation between sales and marketing employees in all locations. Working with SAP means we always have current information and stay in control of all the customer actions we want to perform.”

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# SAP Cloud for Customer deployment across the organization

The new solution was initially deployed in the Rotterdam office of the company. Since then, we have also deployed the system at eight other locations: “We first looked at whether the solution worked for us”, says Langius. “Now that it appears that SAP Cloud for Customer fits our needs perfectly, we will also start working with it in other businesses. Currently, approximately 10 employees are working with the solution. This means we can harmonize and streamline the sales and marketing processes organization-wide, which minimizes the consultation time between employees in different locations.”

“With renowned ERP specialists like SAP and itelligence, we can expand the possibilities for customers that are provided by SAP Cloud for Customer. This provides us with opportunities to also streamline other processes. Think of purchasing and our core business, and the logistics department itself, which is basically also engaged in relationship management. The flexibility and innovations of SAP and Pinetree, which always look at the best practices in our industry, help us discover potential new customers and further develop the existing customer relationships. Therefore, the entire Sluyter organization can benefit from this project in the long term,” Langius concludes.





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