

Customer Dictates the Rules: SAP Innovations for Metals and Mining

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Текущие вызовы рынка и стратегия бизнеса

- **Increase market share**
- **Develop new solutions for specific industry segments**
- **Precise pipeline management, order planning & fulfilment**
- **New customer, partner and dealer channels development**
- **Retail segment development**
- **Raise sales excellence**
- **Focus on customer satisfaction**



Single platform for sales, marketing, service and commerce for better customer experience



Feed

Corporate pricing and margin management

2 updates today

My Tasks

1. Customer Engagement & Commerce
2. Sales
3. Service
4. Commerce
5. Marketing

Pipeline

10.2k USD

Next 3 Months

Closing Rate



Deals
91

QTD

My Filters

Precise sales and demand planning to optimize production and stocks costs

My Favorites

Field services optimization

Hot Leads

Faster order processing and fulfilment

Performance

Decrease billing and payment cycles

Forecast Variance

Optimization of sales and service costs

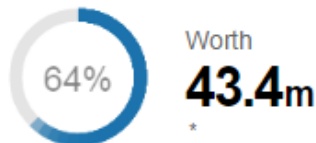
Stalled Deals

10.2k USD

Lube Systems, Fam farm, Result

QTD

Win Ratio



Worth
43.4m

+16% from last Quarter/Calendar Year (Ending downward trend)

Team's Activities

Faster revenue recognition

Campaign Status

Better ROMI with predictive targeting

Sales from Pull

Better sales conversion

Marketing Spend Spend vs Budget (YTD)

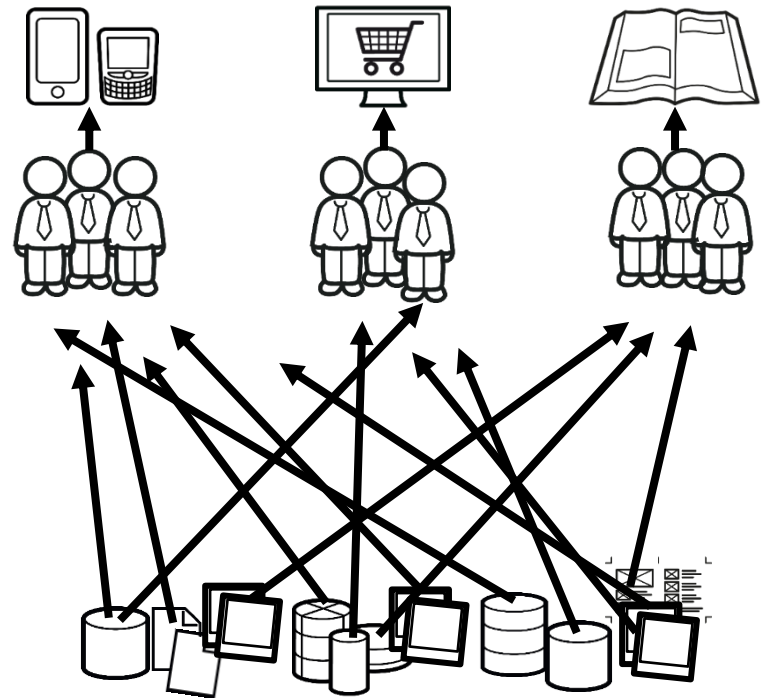
Cost Per Lead QTD (EUR)

Pipeline Multiple

Sales Lead Conversion ...

Pipeline

LEGACY APPLICATIONS,
INTEGRATION CHALLENGES,
AND DATA SILOS **MAKE LIFE**
COMPLEXTODAY.



CRM. WEB CMS. MOBILE. MARKETING. OMS.
STORES. CONTACT CENTERS. ETC.

**YOUR CUSTOMER
CHOOSES THEIR
OWN ADVENTURE.**



WEB



PRINT



DIGITAL ADS



EMAIL



WEB SHOP



SOCIAL



CONTACT CENTER



SUPPORT PORTAL



TV



WORD OF MOUTH



SOCIAL



RETAIL STORE



CONTACT CENTER



WEB SHOP



REVIEWS



WEB SHOP



SUPPORT PORTAL



BRANDED COMMUNITY



CONTACT CENTER



RETAIL STORE



SEARCH KW/ADS



WEB



WEB SHOP



CONTACT CENTER



RETAIL STORE



SOCIAL



CONTACT CENTER



EMAIL



SOCIAL



WORD OF MOUTH



AWARENESS

CONSIDERATION

USE

ADVOCACY

ACTION

ACTION

INTEREST

CONSIDERATION

USE

ADVOCACY

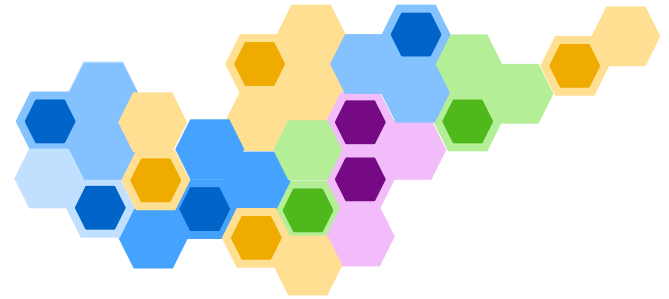
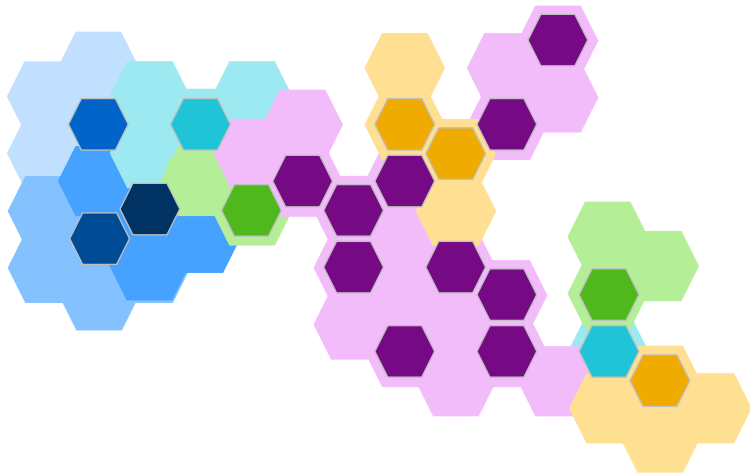
DISCOVERY
YOUR CUSTOMER
CHOOSES THEIR
OWN ADVENTURE.



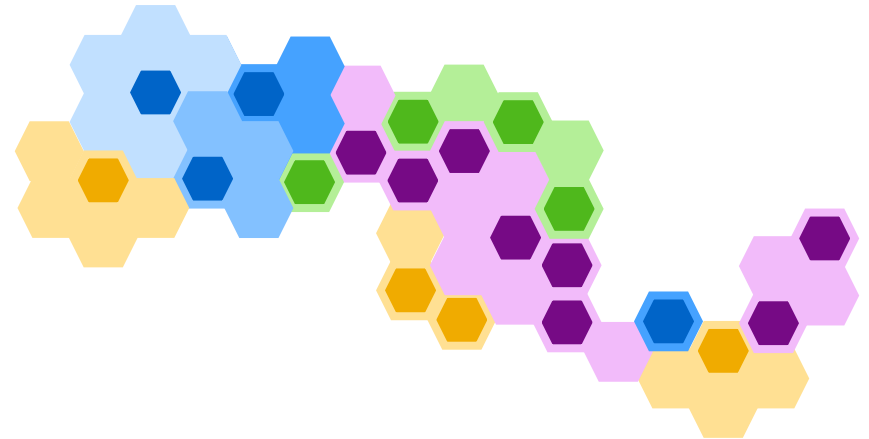
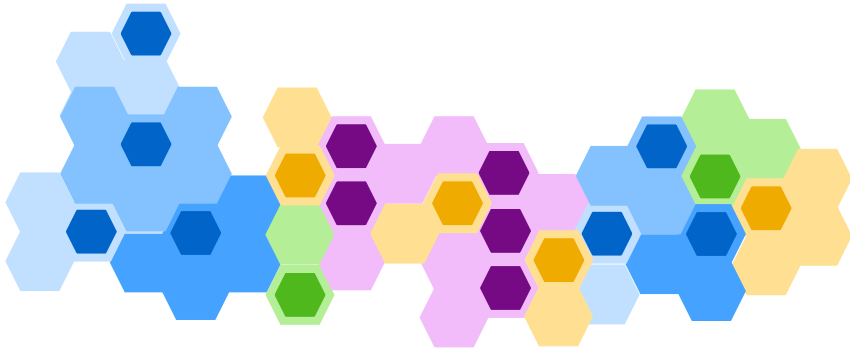


ONE CUSTOMER.





MANY JOURNEYS.



INFINITE POSSIBILITIES.

Real-time Customer Insight

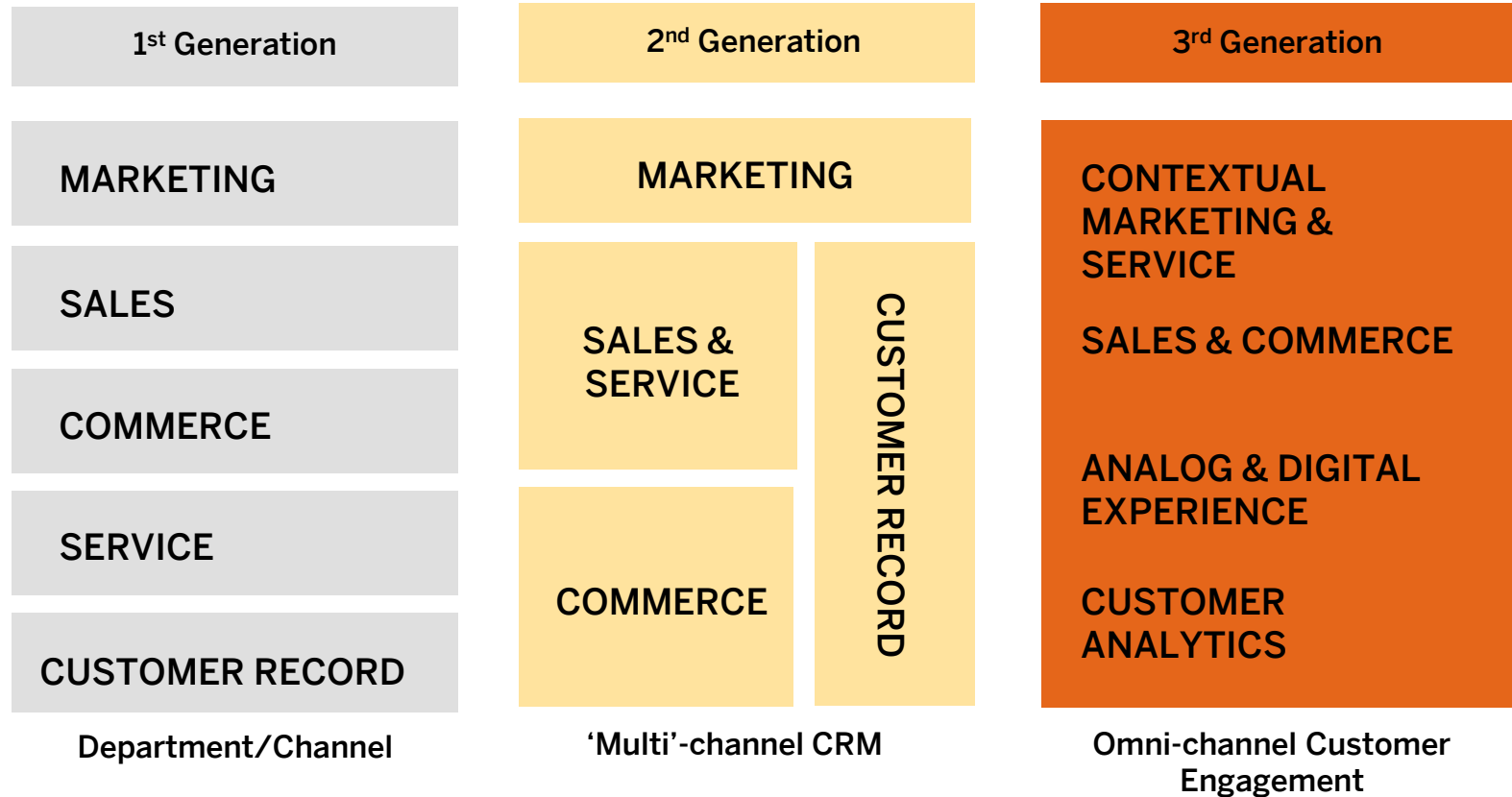
End-to-End Business Process Execution

$$(CI)^t + bpE$$
$$EXP(dig+phys) = +\Delta PC$$

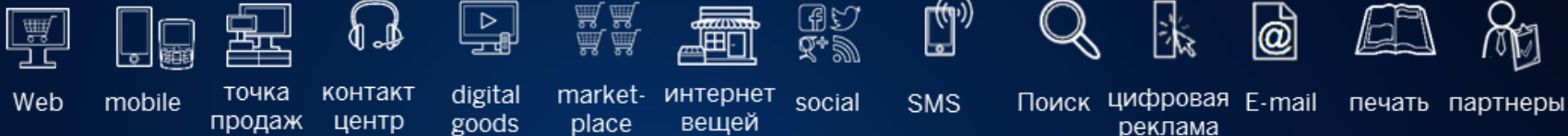
Growth in Profitable Customers

Harmonized Digital and Physical Experiences

Evolution from CRM to Customer Engagement



Портфолио SAP Customer Engagement & Commerce



Коммерция

hybris commerce

Маркетинг

hybris marketing
SAP CRM Marketing

Сервис

SAP Cloud for Service & Social
SAP CRM Service

Продажи

SAP Cloud for Sales
SAP CRM Sales
SAP PPM

Мастер-данные Customer Engagement & Commerce (продукты, клиенты, заказы)

SAP HANA, Инфраструктура, Платформа, Интеграция

Customer Engagement & Commerce



PRIVATE CLOUD



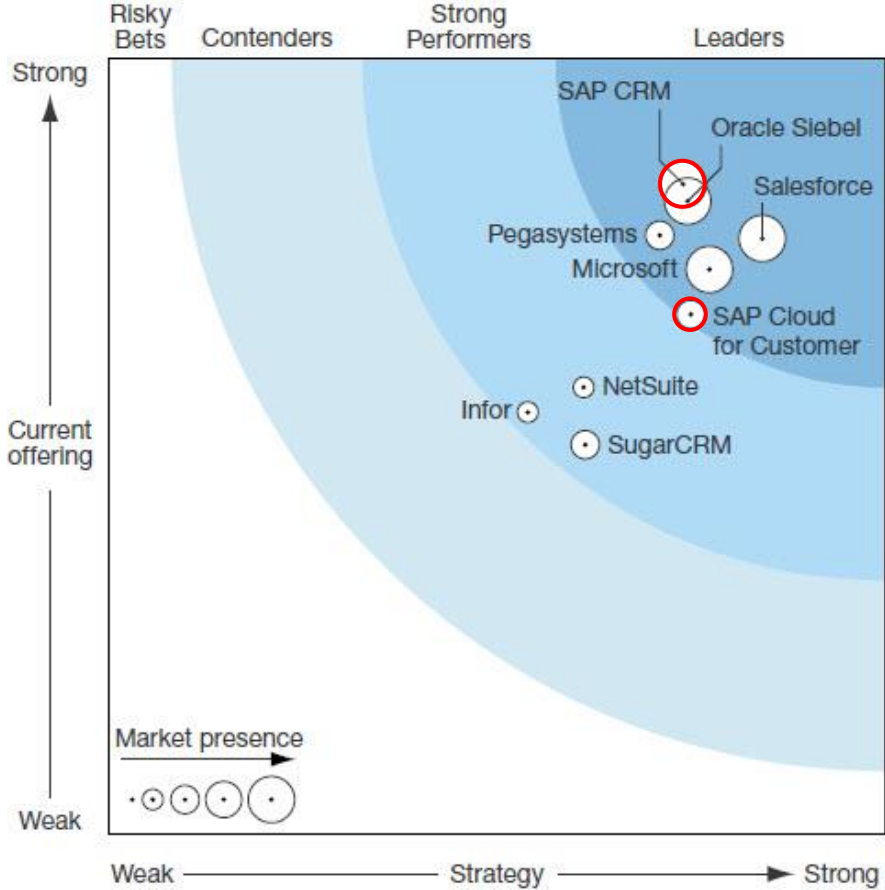
PUBLIC CLOUD



ON-PREMISE

Customer Engagement & Commerce solutions market

CRM Quadrant



Source: Forrester Wave Q1 2015

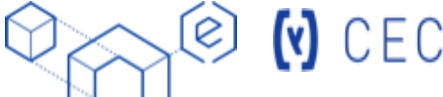
Digital commerce Quadrant

Figure 1. Magic Quadrant for Digital Commerce

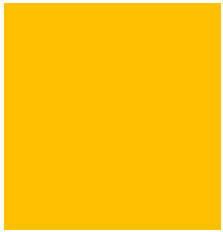


Source: Gartner (September 2014)

Source: Gartner (Sep 2014)

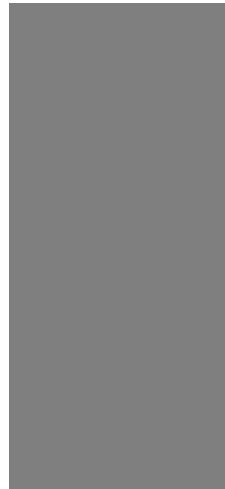


+22.5%



CUSTOMER EXPERIENCE LEADERS

-1.3%
S&P 500



-46.3%

OUTPERFORM THE LAGGARDS

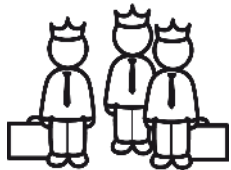


SOURCE: Watermark Consulting & Forrester Research

THE NEW RULES SALES MUST GET BACK IN THE CUSTOMER VALUE CHAIN

OVER 1 MILLION FEWER B2B
SALES REPS WILL BE EMPLOYED
IN 2020 AS COMPARED TO TODAY.

SOURCE: FORRESTER 2015



HAVE **COMPLETE INSIGHT** INTO
CUSTOMER JOURNEY FROM START TO
END, BE BETTER INFORMED AND
ENGAGE AT THE RIGHT POINT.

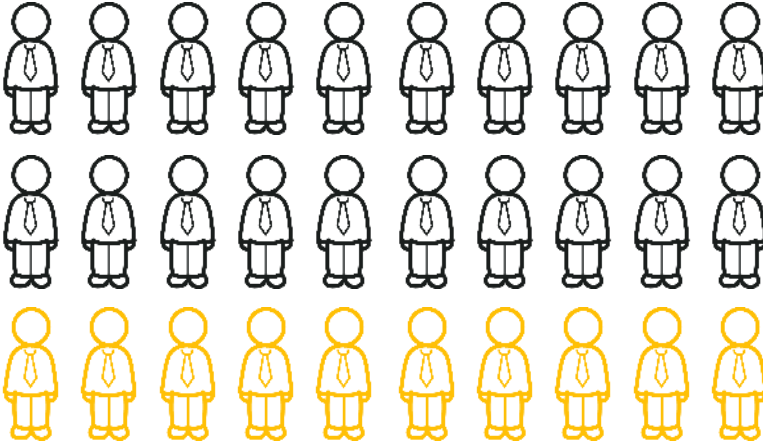
ACCESS INFORMATION AND HAVE
COMPLETE VISIBILITY FROM ANYWHERE,
ANYTIME ON ANY DEVICE.

INFLUENCE AND GUIDE THE CUSTOMER
JOURNEY AS A TRUSTED ADVISOR

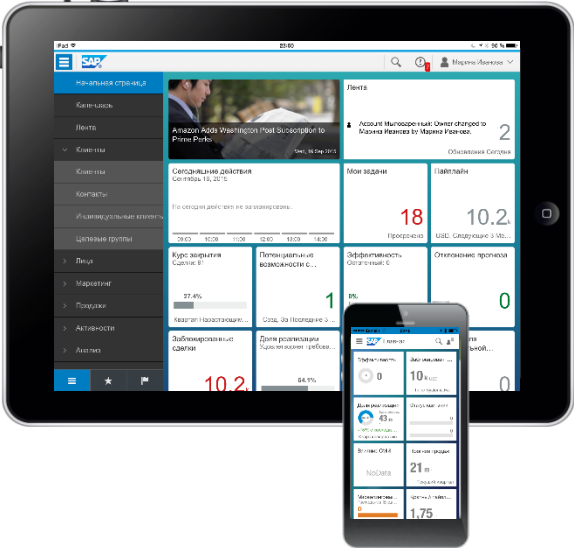
YOUR SALES TOOLS DON'T DO WHAT YOU NEED

74%
OF CRM DEPLOYMENTS
FOR SALES HAVE **POOR**
USER ADOPTION.

SOURCE: CHIEF SALES OFFICER INSIGHTS



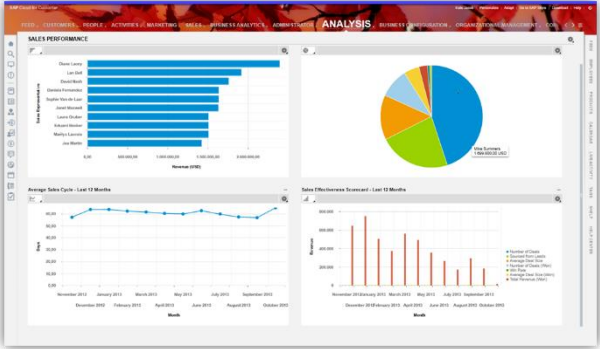
Simple sales tool



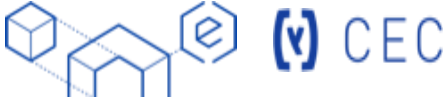
Mobile anywhere



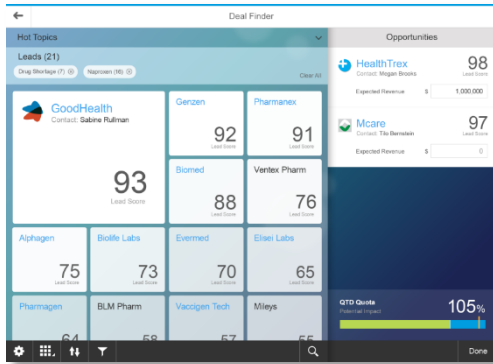
Use you mail agents with standard integration



Powerful customer analytics based on HANA

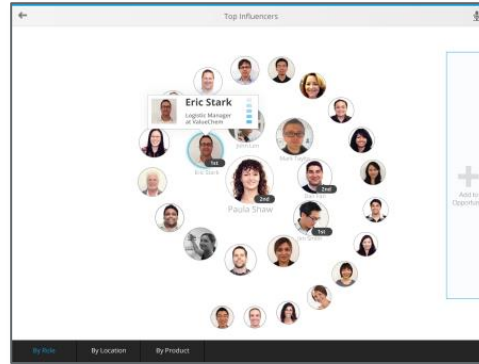


Predict you customer



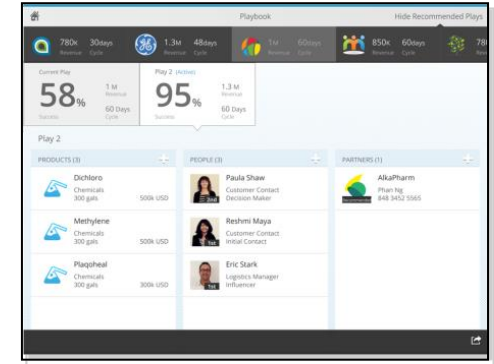
Deal finder

Identify new leads in you customer base



Influence map

Define key deal influencers and involve them into the sales team



Dynamic assistant

Recommend best product for each specific customer

Примеры автоматизации продаж в металлургии



ArcelorMittal Dofasco is Canada's leading steel producer and a hallmark of advanced manufacturing in North America. tons of high quality steel every year. Mobilize their salesforce with SAP Cloud for Sales to manage customer visit information and route activities and surveys.



leveraged process-automation capabilities of SAP CRM to increase productivity through simplification and standardization of customer-facing processes



Leading international specialty steel and materials company improved efficiency in all sales processes and increased sales and sales profitability



Global provider of worldwide partner for HFI (high frequency induction) longitudinally welded steel pipe at the forefront of technology. Operations in countries all over the world. Sales pipeline management with leads and Opportunity management, integration with ERP, Mobile Access, Integration of Outlook

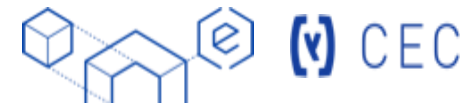


Примеры автоматизации продаж в металлургии



«Данный проект дал нам возможность собрать в одном месте данные из различных ИТ-систем и предоставить менеджеру всю необходимую информацию о клиенте: контактные данные, историю взаимодействия, данные о взаиморасчетах, – отметил Юрий Шеховцов, ИТ-директор ОАО «Северсталь». – В результате **улучшилась информационная поддержка процесса продаж, а менеджеры стали тратить меньше времени на сбор информации**».

«В результате реализации этого проекта мы смогли внедрить новые процессы в работе, как с действующими, так и потенциальными клиентами, **улучшить планирование продаж**, - поведал Дмитрий Горошков, директор по маркетингу и продажам дивизиона «Северсталь Российская сталь». – Кроме того, мы смогли **автоматизировать ведение маркетинговых мероприятий**, что должно увеличить **удовлетворенность клиентов** и выявить новые возможности для улучшений в нашей работе с ними. Проект развития CRM поможет нам укрепить позиции компании, как одного из лидеров в сфере развития ИТ-технологий среди российских металлургов».





MIGRATION FROM **SALESFORCE.COM** TO SAP HANA CLOUD PLATFORM AND CLOUD FOR SALE



OBJECTIVE

10 Easily identify sales opportunities and have the insight into all customer activity in order for sales to be relevant and responsive.



SOLUTION

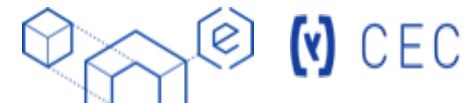
10 SAP Cloud for Sales (migration from salesforce)



BENEFITS

10 Integrated sales platform with backoffice integration provides complete customer and wins transparency and easy to use, mobile interface provides everything sales needs on the road.

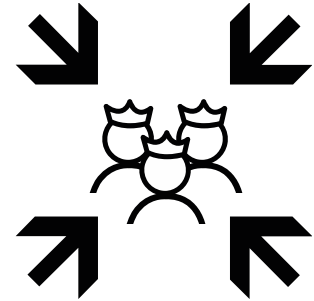
83 % of users in Decorative Paints master in application for 2 days





**IT'S REALLY ABOUT
TRANSPARENCY –
UNDERSTANDING WHERE WE WIN,
WHERE WE LOSE, AND WHY. WITH
SAP CLOUD FOR SALES WE CAN
GATHER THAT INFORMATION AND
UNDERSTAND THE MARKETS
EVEN BETTER, SO WE CAN BE
MORE INNOVATIVE, ENGAGING,
AND RESPONSIVE TO OUR
CUSTOMERS' NEEDS.**

**BAS VAN AMEROM,
GLOBAL INFO MGR FOR
SALES, AKZONOBEL**



SAP Price and Margin Management give you the power to know and act



OMNICHANNEL COMMERCE MADE EASY WITH **SAP hybris** **COMMERCE SUITE**

Web Content Management

Responsive Storefront Pages

Advanced Personalization

Merchandising

Reviews and Comments

Cross- and Up-selling

Faceted Search

Guided Selling

Punchout Service



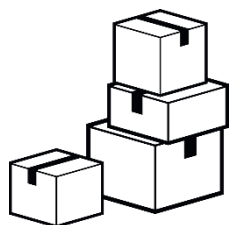
Задачи управления электронной коммерции в горно-металлургической отрасли



Reduce experience



Streamline business processes



Faster, more accurate order placement, fulfilment and payment



Elevate market leadership



Improve revenue generation



Greater value delivery

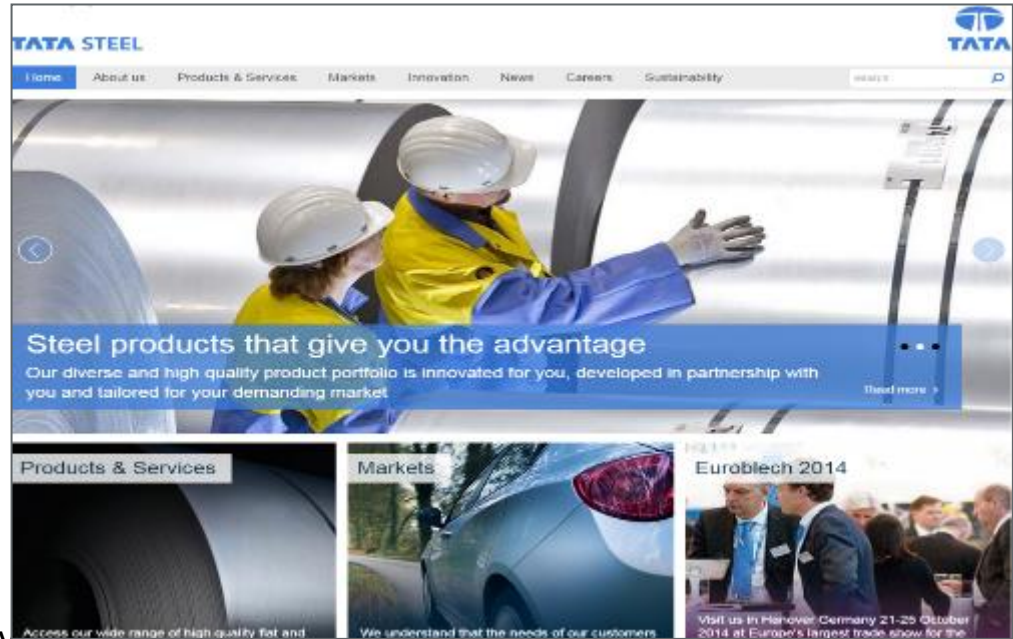
B2B – это ожидания B2C + специальная функциональность

- **Удобство и легкость работы, как с любым приложением!**
- **Легкое ведение непрерывного диалога между компаниями**
- **B2B функциональность**
 - Индивидуальные каталоги продуктов (для рынков, сегментов, отдельных клиентов)
 - Индивидуальные прайс-листы и предложения
 - Импорт списка заказа, быстрое добавление по артикулам
 - Создание шаблонов заказа / сохранение заказа
 - Автоматическое пополнение запасов
 - Настраиваемые процессы закупки для каждого клиента (очередь заказов, обработка и подтверждение, настройки)
 - Повторная закупка на основе истории
 - Иерархия клиентских организаций (кост центры, департаменты, роли и права пользователей)

The second largest steel producer in Europe: tatasteeleurope.com

Goals and Challenges

- Deliver a highly stable, reliable, well managed and flexible e-Sales service to all users
- Deliver a common company-wide e-Sales service that enables customers to easily search, view and buy material
- Deliver a flexible and fast method of offering materials to selected customers
- Achieve transparency of operational decisions and effects on sales and value to the customer
- Achieve lower stock levels and an overall pricing uplift through delivery of a high quality e-Sales service

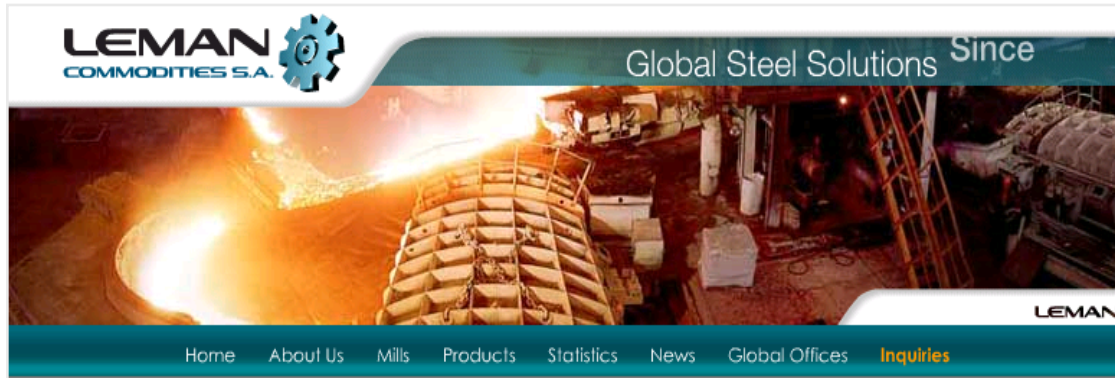


Solution

- hybrid onDemand B2B Commerce, Customer Services, Mobile, and WCMS
- Won against IBM, Magento, self-build solution



Leman Adopted an Effective E-Commerce and Tele-Sales Channel



Leman Commodities SA's Products

Leman Commodities SA supplies an extensive range of products and specifications with the ability to deliver volume as required. We dedicate ourselves to following trends in the steel industry by each strategic market and adapt our product ranges accordingly.

For more information on our individual products please click on the product name below, please note these statistics do not include our complete product specifications and / or our complete range of products, for further information please send us an inquiry by clicking here

Leman Product Range	
Raw Products  <ul style="list-style-type: none">o Iron Ore Concentrateo Iron Ore Pelletso Pig Iron	Flat Products  <ul style="list-style-type: none">o Coilso Plates
Semi-Finished Products  <ul style="list-style-type: none">o Slabso Billets	Long Products  <ul style="list-style-type: none">o Wire Rodso Rebarso Beamso Railso Structurals

E-Commerce Capabilities:

- Product catalogues
- Services catalogues
- Product inquiries
- Support for auction-based sales as indicated below:
 - For sale of downgraded steel products
 - For sale of excess material

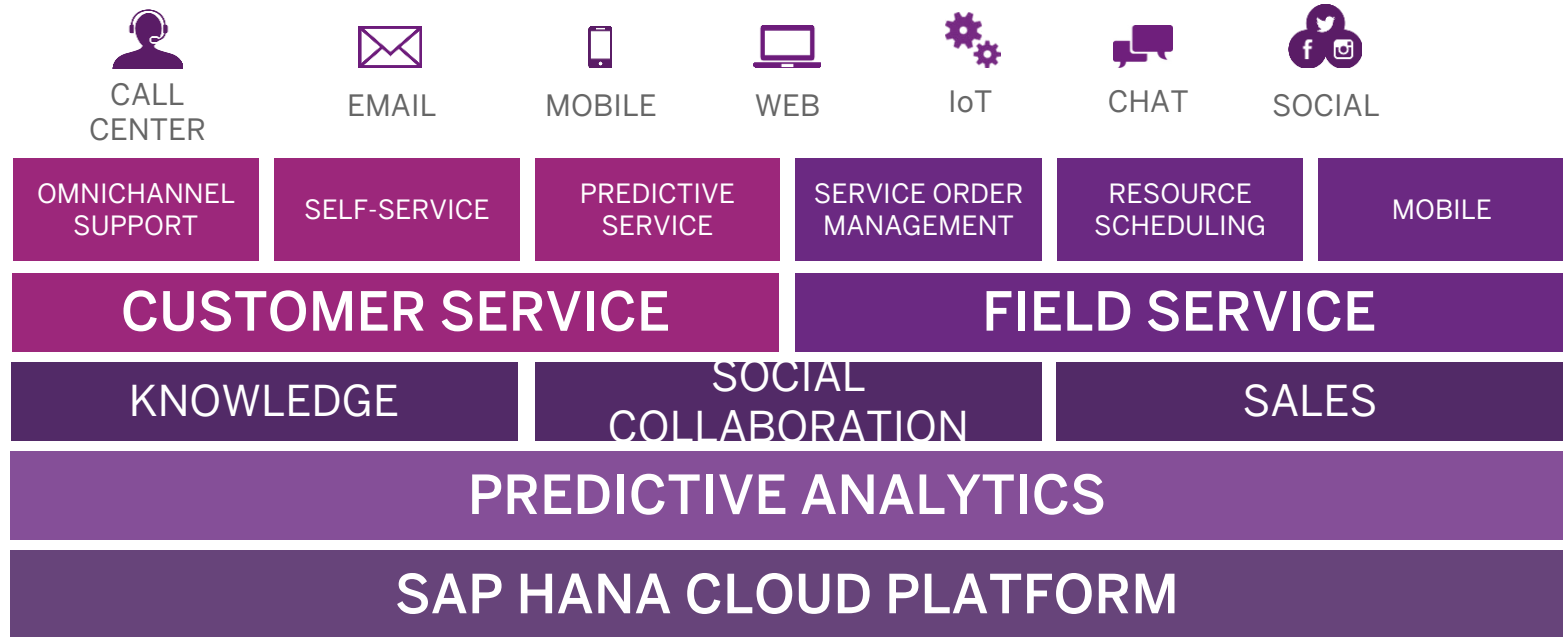
Tele-Sales Support Capabilities:

- High usability for:
 - Order taking and fulfillment
 - Complaints handling
- Computer and telephone integration for:
 - Customer history and context
 - Up-selling/ cross-selling
 - Analytics
 - Guided selling
 - Automated e-mail handling

Клиенты hybris commerce в сегменте B2B



SAP Cloud for service overview




TALENT


PARTS


RETURNS


FINANCE


TIMESHEET

UNIFY THE CUSTOMER VIEW

Develop a holistic customer view and enable complete context

CLOSED LOOP ENTERPRISE PROCESSES

End-to-end integrated process automation

OPEN FRAMEWORK

Leverage existing solutions, partners, or build your own



УПРАВЛЕНИЕ КОМПЛЕКСНЫМ ОБСЛУЖИВАНИЕМ НА МЕСТАХ

**INSTALLED
BASE &
SERVICE
CONTRACT**

Manage customer installations
Manage service contracts, and maintenance plans

**SERVICE
REQUEST
HANDLING**

Omnichannel customer service
Service request handling
Knowledge management

**FIELD SERVICE
ORDER
PLANNING**

Manage planned and unplanned service orders
Planning of services and parts

**RESOURCE
SCHEDULING &
DISPATCHING**

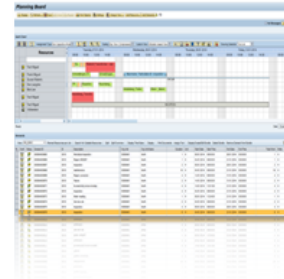
Optimize service order schedule and resources assignment

**FIELD SERVICE
EXECUTION &
CONFIRMATION**

Back-reporting by field service technicians
Confirmation of labor and parts

**BILLING,
FINANCE &
LOGISTICS**

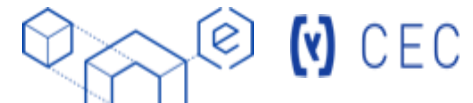
Billing
Cost allocation and revenue recognition
Parts logistics





INCREASED CUSTOMER ENGAGEMENT BY OPTIMIZING CUSTOMER SERVICE ACROSS MULTIPLE CHANNELS AND IMPROVING THE EFFECTIVENESS OF ITS FIELD SALES & SERVICE ORGANIZATION.

SAP Cloud for Service, SAP Cloud for Sales & SAP Jam will enable more than 1,000 ASM service operations and field technicians to perform field service scenarios around service, maintenance and installations of their equipment





REDUCED AVERAGE HANDLING TIME, LOWER TCO, INCREASED CUSTOMER SATISFACTION BY IMPLEMENTING AN INTEGRATED MULTI CHANNEL SOLUTION (PHONE, EMAIL, WEB, CHAT, SOCIAL MEDIA)

SAP Cloud for Service, SAP Cloud for Social Engagement, SAP Social Media Analytics and SAP HANA Cloud Portal will enable 1,600 GOL customer engagement agents to support their passengers in their contact centers and travel facilities





T TA MOTORS

JAGUAR LAND ROVER UK CHOSE CLOUD FOR SERVICE TO SUPPORT THEIR HR TRANSFORMATION AND DRIVE THE EMPLOYEE SATISFACTION REQUIRED TO MEET THEIR BUSINESS GOALS OF DOUBLE DIGIT REVENUE GROWTH

Jaguar Land Rover HR selected SAP Cloud for Service and SAP HANA Cloud Portal to help evolve their organization into a larger and more complex global company through automation of key business processes with lower TCO both to operate.



SAP CRM Helps Tinplate Maker Increase Sales and Service Efficiency

QUICK FACTS

Rasselstein GmbH

- Location: Andernach, Germany
- Industry: Mill products – primary metals
- Products and services: Tinplate
- Revenue: €1.21 billion
- Employees: 2,400
- Web site: www.rasselstein.com
- SAP® solution and services: SAP Customer Relationship Management (SAP CRM) application
- Partner: SAP Consulting

“SAP CRM has not only accelerated and optimized our market-facing processes; it has also raised transparency to a new level by giving us a 360-degree view of the customer.”

Martin Denker
Head of SAP Application Development
Rasselstein GmbH

Challenges and Opportunities

- Increase the efficiency of sales and service
- Process complaints in a portal-based solution
- Provide standardized customer information throughout the company

Objective

Replace legacy systems for customer relationship management with a modern platform

Implementation Highlights

- Implemented the project in several stages
- Focused on complaints management in stage 1
- Implemented quickly and effectively, on time and within budget

Why SAP

- Strategic partnership
- Straightforward integration with existing infrastructure
- Future-proof solution

Benefits

- Shortened response and lead times in processing complaints
- Gained greater transparency thanks to a 360-degree view of the customer
- Increased productivity through simplifying and standardizing customer-facing processes
- Improved efficiency through integrated processes in service- and sales-related task areas



Altos Hornos de Mexico Adopted SAP CRM to Transform Customer Experience

QUICK FACTS

Company

- Name: Altos Hornos de México S.A. de C.V.
- Location: Monclova, Mexico
- Industry: Mill products – metal products
- Products and services: Steel manufacturing
- Employees: 7,700
- Web site: www.ahmsa.com
- SAP® solutions and services: SAP Customer Relationship Management application, SAP Project Management and consulting services, and SAP Ramp-Up program

“We still have work to do, but we know that SAP CRM will help us to achieve our goals. By transforming the customer experience, we will improve our service quality, increase customer satisfaction, and drive sales growth as a result.”

Cresencio Fuentes,
Competence Center Manager,
Altos Hornos de México S.A. de C.V.

Challenges and Opportunities

- Improving customer service as a competitive differentiator
- Customer data in multiple locations
- Poor visibility of customer data

Objectives

- Establish a unified platform to store and access customer data
- Integrate sales and customer service processes company-wide
- Increase insight into customer data
- Provide improved support for management decision making

Implementation Highlights

- Rollout to 127 users at 5 locations
- Close teamwork between SAP and AHMSA staff and consultants
- Support from SAP® Ramp-Up
- Swift issue resolution by SAP project manager

Why SAP

- Previous positive experience with SAP software and SAP Consulting
- Specialist industry and software expertise

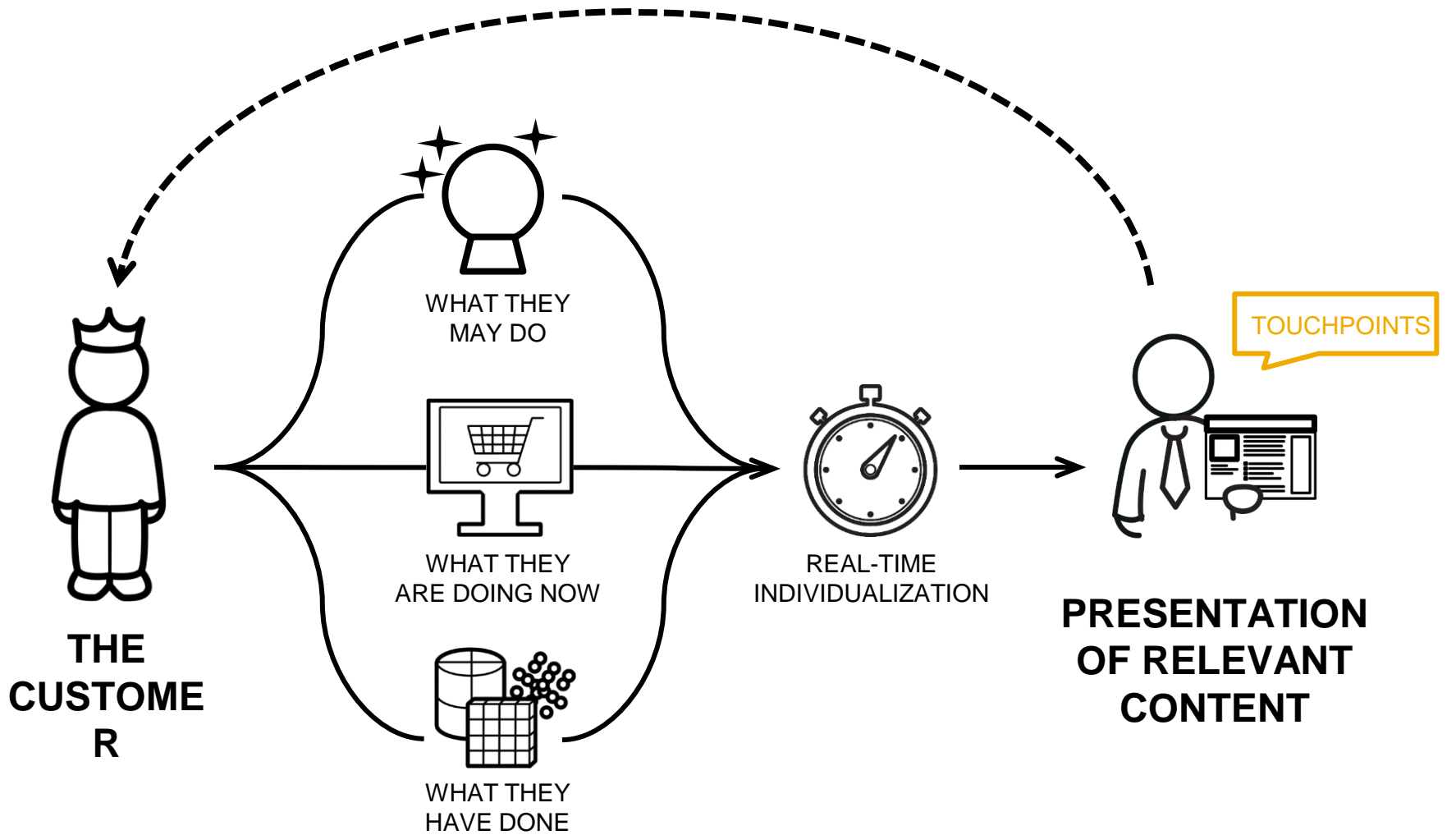
Benefits

- Improved company-wide visibility of customer data
- Ability to forecast future customer requirements
- More efficient sales and customer service processes
- Strong foundation for future service improvements

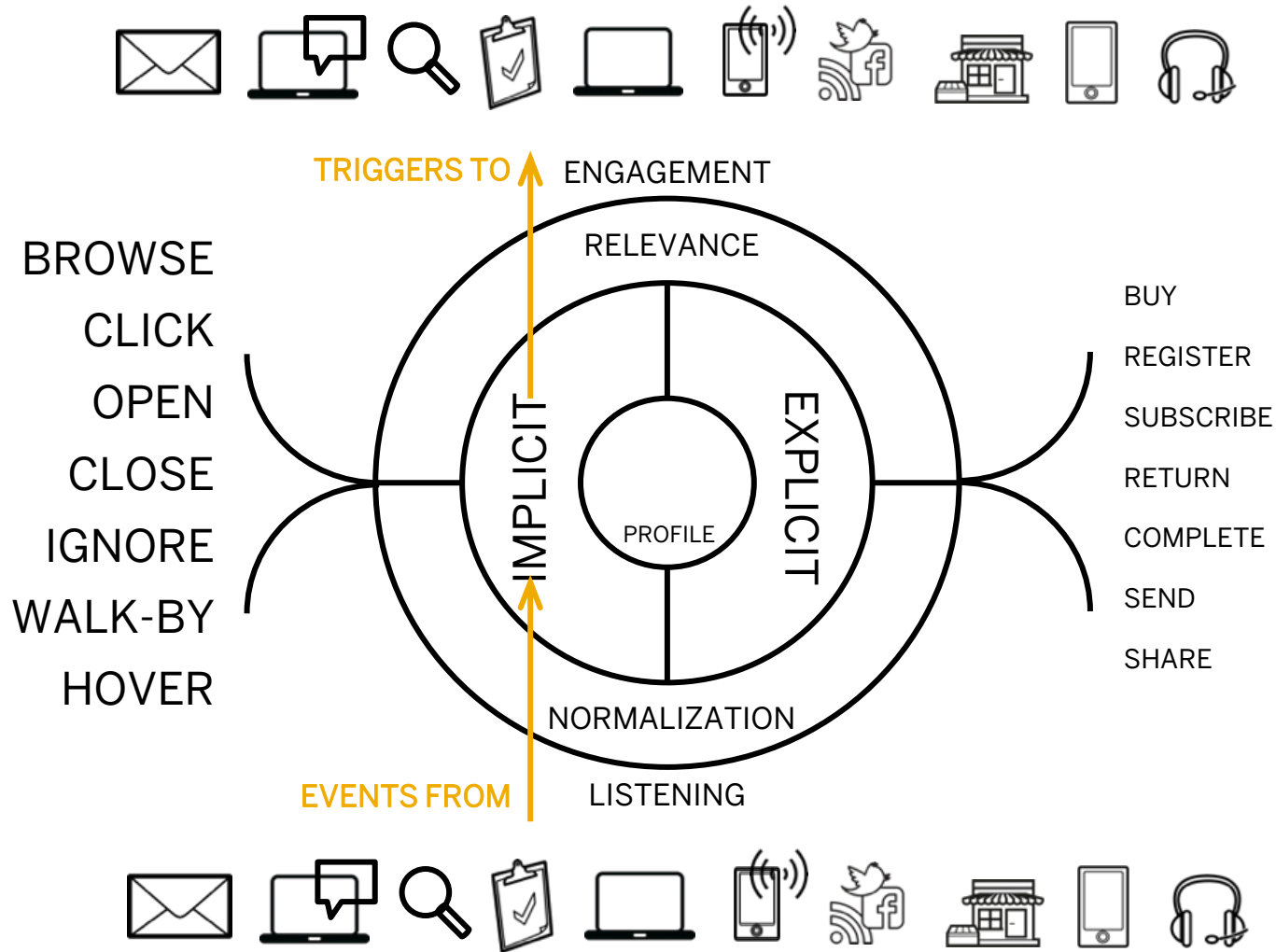


ALTOS HORNOS DE MEXICO

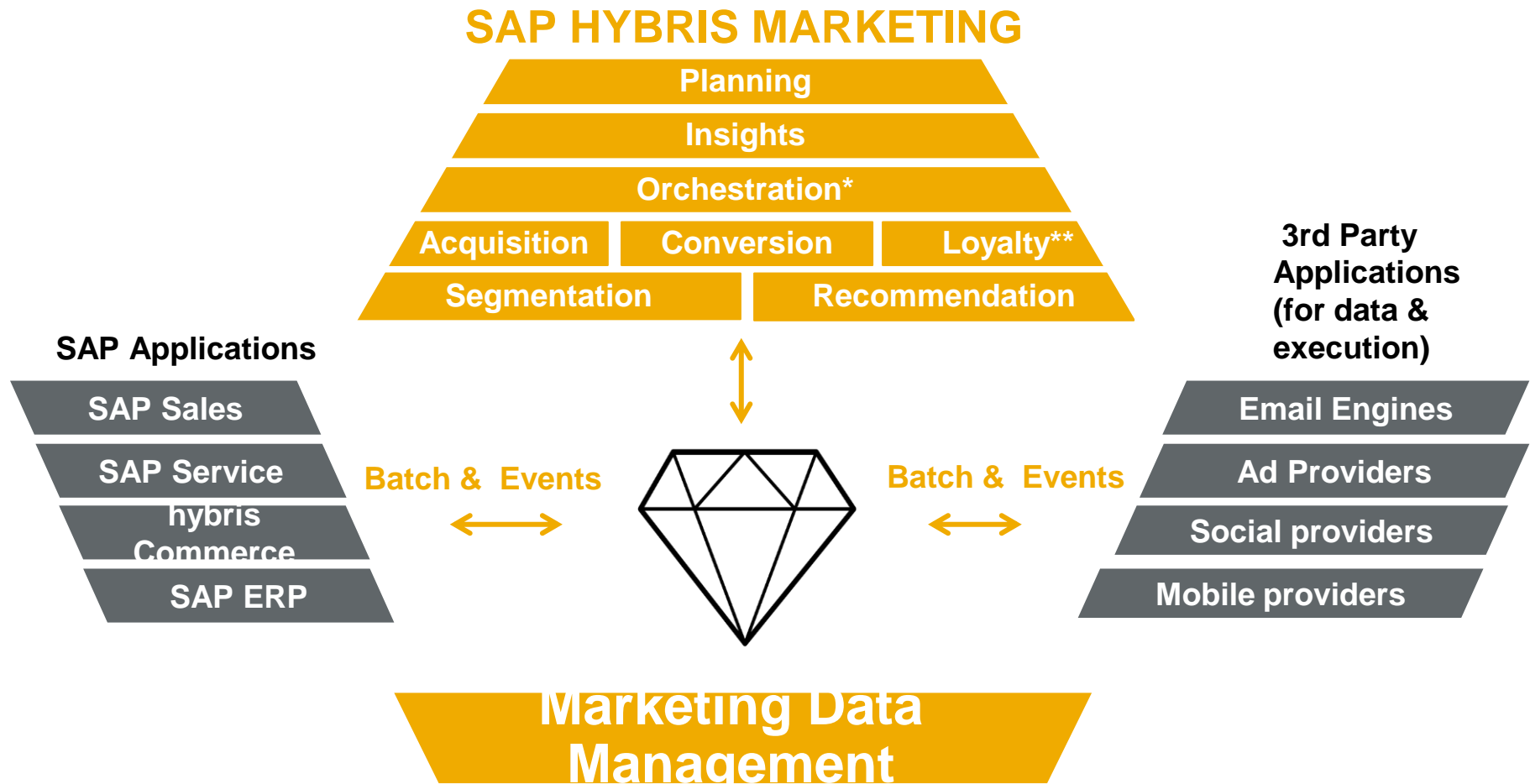
Принцип работы SAP hybris Marketing



Принцип работы SAP hybris Marketing



SAP HYBRIS MARKETING – Структура продукта



The image features the SAP logo in white, centered on a dark blue background. The logo consists of the letters 'SAP' in a bold, sans-serif font. Below the logo is a thin white horizontal line, and underneath that is the tagline 'Run Simple' in a smaller, white, sans-serif font. The background is decorated with abstract, overlapping lines in white and orange, creating a sense of motion and complexity. The lines are of varying thickness and form, some curving and some straight, creating a dynamic and modern aesthetic.

SAP

Run Simple