

»ISEC7 Mobility for SAP is very well done – the app can be easily adapted to our requirements, giving us tremendous flexibility.«

Friedl Saller, IT Director Würth Austria



WÜRTH AUSTRIA SAVES TIME AND EFFORT WITH **ISEC7 MOBILITY FOR SAP CRM.**

THE CLIENT **WÜRTH**

Würth Austria, a subsidiary of the global operating Würth Group with headquarters in Germany, is a leading full-service provider in the field of assembly and fastening technology. In 2012, the company generated 165,3 million Euro with its 790 employees. A network consisting of 39 customer centres and 420 field workers ensures that customer requirements are identified and product development is enhanced in a cooperative way.

Würth's key success factors are customer focus, good service and short delivery times – with an average of 24 hours from receipt of order. Würth Austria is based on Total Quality Management and always aims for potential improvements. In order to further optimize sales processes, a new mobile solution was sought. It should guarantee quick access to relevant data – at any time.

THE CHALLENGE

Since 2009, Würth Austria has been using a SAP CRM system to capture all customer data. The sales representatives accessed the system with their laptops – by dialling in to the company head office and RSA-Token authentication. Thus, the mobile usage was time consuming and did not meet the high demands of Würth Austria. Therefore, the company searched for a new solution based on the latest technology for the mobilising SAP CRM data. It should work on all platforms in order to ensure the use of different mobile devices. With the new solution, field workers should be able to perform their tasks during travel – from data maintenance through to preparing and following-up customer visits.

THE BENEFIT

The solution convinced all sales representatives immediately. It enjoys a high level of acceptance. Unlike many technical innovations, which are initially met with scepticism, the biggest advantage of ISEC7 Mobility for SAP was immediately recognized: time savings. Pre- and post processing of visits can be done straight away instead of being delayed to evening work. The new app enables field sales to be more effective and save time. The high flexibility with regards to enhancements and changes makes ISEC7 Mobility for SAP even more convincing. Since the solution is developed with ABAP, the IT department at Würth Austria can include company specific functions. Another advantage is the platform independence of the ISEC7 solution that runs smoothly on the newly introduced Windows 8 devices and laptops as well as on the Windows 8 smartphones.

THE SOLUTION

Würth Austria decided for ISEC7 Mobility for SAP and has been successfully using the solution for over three years. The implementation partner for the introduction of the CRM system and the mobility solution is maihiro, a specialist in CRM and business analytics. With the app, sales representatives have fast mobile access to the SAP CRM system at any time. They can prepare and follow-up customer visits whilst travelling. Würth Austria modified the existing functions - such as customer data management, contact management and activity management – to their specific needs. Also, they extended the ISEC7 solution with in-house developments providing further functions like price query, visit schedules or week planning. ISEC7 Mobility for SAP thus increases the efficiency of the field service and also optimises sales processes.



ABOUT ISEC7 GROUP

The ISEC7 Group is a global provider of mobile business services and software solutions. The company was one of the first movers in mobilizing company and business processes. Today, ISEC7 has numerous renowned companies and governmental organizations as committed customers. The company continually invests in the

evaluation and development of new technologies. ISEC7 solutions, such as B*Nator, Mobile Exchange Delegate and ISEC7 Mobility for SAP have proven to be groundbreaking in the mobility sector. B*Nator, a comprehensive globally applicable MDM solution, has been presented as the »Most Innovative

Enterprise Application« by BlackBerry. ISEC7 Mobility for SAP allows access to SAP backend without the need for additional middleware. ISEC7 was founded in Hamburg / Germany in 2003. The company operates globally with offices in Germany, USA, Switzerland, Spain and Brazil.

ISEC7 GROUP

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