



»With ISEC7 for SAP® solutions, we have one of the best pre-sales apps in the industry – perhaps even worldwide. The employees are excited. That does not happen very often in the IT sector.«

*André Wieprecht, Chief Information Officer / Corporate IT nora systems*

## NORA SYSTEMS OPTIMIZES ITS SALES PROCESSES WITH ISEC7 FOR SAP® SOLUTIONS.

### THE CLIENT **nora**®

nora systems is the global market leader for rubber flooring solutions. Its innovative capability and superior quality »Made in Germany«, not only supports architects with its products and services but also planners, constructors as well as fabricators in their aim to create healthy and aesthetic living interiors.

Headquartered in Weinheim, nora systems employs more than 1,100 employees, who generated € 205.8 millions in 2012. The company maintains sales subsidiaries at 16

locations – among others in the U.S., the Russian Federation, China, Chile as well as in Scandinavia and many European countries.

Globally, nora systems has approximately 700 IT users and 150 field managers. For online access to IT systems, Outlook and SAP CRM 7.0, Windows laptops had been used, equipped with UMTS Cards – the usability was poor. nora systems was searching for a new solution.

## THE CHALLENGE

nora systems was looking for a new mobility strategy on the basis of the latest technology – with iPads and iPhones as mobile devices. However, it still needed to be defined how to access the SAP CRM system. In fact, the CRM system's WebUI was not suitable for it. The mobile access to the SAP CRM system should be easy and convenient – preferably without additional middleware. nora systems utilizes a CRM industry solution for Property Management. No standard CRM app supports the required Property Management. To develop an individual app or have it developed was considered to be too expensive. Also, it was not possible to develop such an app with the existing internal know-how. Aspects such as multi language support, the usage of existing authorization as well as easy customization of the application were further requirements asked by nora systems.

## THE BENEFITS

Since iOS devices and the ISEC7 for SAP Solutions have been implemented, the usage of nora systems' CRM systems has enormously increased; business processes are very well integrated. The sales representatives save time and have mobile access to the latest information at any time. What used to take up to 3 minutes – to open the laptop, to establish a VPN connection, to sign in...with ISEC7 for SAP Solutions this happens within only 10 seconds. Often even faster. ISEC7 for SAP Solutions is flexible, cost-efficient and highly customizable – these characteristics distinguish the ISEC7 solution of all other solutions available in the market. ISEC7 for SAP Solutions exactly meets the requirements and needs of nora systems. It has been planned to extend its usage to further areas and use cases of the company.

## THE SOLUTION

ISEC7 presented a convincing solution: A native generic app is installed on the iOS device connecting directly to the SAP CRM system via web services. All displayed data and functions are entirely developed and customized in SAP ABAP. ISEC7 for SAP Solutions already mobilizes the standard functionality of the SAP CRM and ERP system. Customer specific enhancements can be implemented independently by nora systems' internal IT, with their existing know-how. Changes and enhancements can be implemented independently by nora systems' internal IT using their existing know-how. The entire field workforce, marketing and product management use the ISEC7 solution with more than 200 iPads and iPhones.



## 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 ISEC7 Enterprise Mobility Management (EMM) Suite, ISEC7 Mobile Exchange Delegate and ISEC7 for SAP® solutions have proven to be groundbreaking in the mobile data sector.

ISEC7 for SAP® solutions 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, Great Britain, USA, Australia and New Zealand.

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