

## SAP Customer Success Story Industrial Machinery and Components – Industrial Pumps



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Raimo Metsola, Development Manager of Sales, Sulzer Pumps Finland Oy

### AT A GLANCE

#### Summary

Swiss-based Sulzer Pumps Ltd., one of the world's leading pump manufacturers, strengthened its market position by launching new Web portals based on the SAP NetWeaver® platform to deepen customer loyalty and integrate closely with existing enterprise resource planning (ERP) software. The result is tighter collaboration with customers, new internal efficiencies, and a powerful platform for future growth.

#### Web Site

[www.sulzerpumps.com](http://www.sulzerpumps.com)

#### Key Challenges

- Sharpen competitive edge in a highly competitive market
- Create closer ties with customers
- Expand existing portal capabilities

#### Project Objectives

- Improve customer service and deepen customer loyalty
- Tightly integrate asset services portals with comprehensive in-house ERP software
- Streamline order entry processes

#### Solutions and Services

- Asset services portal implementation based on the SAP NetWeaver Portal component of the SAP NetWeaver platform and the SAP® Asset Services application
- SAP E-Commerce for SAP R/3® application (SAP R/3 software functionality now found in the mySAP™ ERP solution)

#### Why SAP Solutions

- Comprehensive platform that supports future growth
- “Out of the box” integration with existing SAP software
- Mature portal solutions

#### Implementation Highlights

- SAP NetWeaver Portal fully integrates business processes of the new asset services portals with SAP E-Commerce for SAP R/3.
- SAP NetWeaver Portal defines customer accounts and access authorizations.
- Asset services portals give customers and Sulzer staff a view of installed base of pumps at each pulp and paper mill.
- SAP E-Commerce for SAP R/3 supports online spare-parts ordering.

#### Key Benefits

- Detailed information about customer's installed base of products
- Efficiency gains through tight integration with SAP back-end software
- Streamlined spare-parts ordering
- Fewer calls to customer service center to ask routine questions
- Improved customer service, reinforcing customer loyalty
- Technology platform that supports extension of online services

#### Implementation Partner

movento GmbH

#### Existing Environment

Proprietary portal and ERP applications developed in-house

#### Database

Microsoft SQL

#### Hardware

Hewlett-Packard

#### Operating System

Microsoft Windows 2000

## SULZER PUMPS

### Portal Technology from SAP Helps Industrial Pump Leader Boost Customer Service and Loyalty

Efficiency at pulp and paper mills depends on some hidden but indispensable tools: the wide range of pumps that keep pulp, water, and chemicals flowing through the production process. Install a faulty or underpowered pump at a key location and the pulp input, wastewater treatment, coating and finishing, or drying stage may come to an abrupt halt. Through its subsidiary Sulzer Pumps Finland Oy, based in Karhula, Finland, Sulzer Pumps Ltd., headquartered in Winterthur, Switzerland, has been providing products that guard against such disasters for years.

#### Online Customer Services Are Crucial

While careful engineering and close quality control are key to producing reliable pumps, an increasingly important competitive differentiator in this hotly contested international market is customer service. Pulp and paper mills need fast answers to technical questions about the pumps in their production lines. They also need immediate access to replacement parts should any pump need updating. Sulzer provides these world-class services through its field and in-house support staff and, not least, with the help of Web-based portals that provide online documentation.

Sulzer decided it was time to take its system to the next level by replacing its old portal foundation with a range of new services integrated through the SAP NetWeaver® Portal component of the SAP NetWeaver platform. The powerful SAP® portal technology made it possible for Sulzer to tie its important up-front customer services with its existing back-end SAP software, replacing the existing enterprise resource planning implementation. “The new portal services are fully integrated with our SAP back-end system and give us a foundation for future development,” says Raimo Metsola, Sulzer Pump Finland’s development manager of sales.

Not only can Sulzer now collaborate more closely with its customers, the newly acquired internal efficiencies relieve its service staff of mundane chores, giving them valuable time to respond to individual customer needs.

### **Portals with a Purpose**

For Sulzer, collaborative portals aren’t just trendy electronic bells and whistles. The online services offer essential improvements to customer service that reinforce customer loyalty, while poising Sulzer to take advantage of new growth opportunities in markets for replacement parts and maintenance services.

Because each pump used in the paper industry is tailored for a specific step in the production process, ready access to technical information is vital when servicing or replacing equipment. Sulzer’s Web portals give its customers that ability. They can search pump models by serial number or by the department and

location where they’re being used. Customers can also order spare parts online, with the Web portals providing full pump documentation, an important advance since paper manuals often get filed in administrative offices rather than on the production line.

“The services are primarily used by our customers for online product support and by our distributors for online spare-part ordering,” Metsola explains. “The portals provide for online access to equipment data and product documentation and a way to use the Web for spare-part order entry and to review order status and histories.”

### **Tight Integration**

In addition to the SAP NetWeaver Portal component, Sulzer installed the SAP Asset Services application and the SAP E-Commerce for SAP R/3® application. (SAP R/3 software functionality is now found in the mySAP™ ERP solution.) To help with the project, Sulzer brought on SAP-authorized partner movento GmbH, from Stuttgart, Germany, which provided experienced application and implementation consulting skills. “We integrated the business processes within the asset services portal and SAP E-Commerce for SAP R/3 through SAP NetWeaver Portal,” says Patrick Ganzmann, movento CEO. The company also performed business process analysis and consulting to optimize Sulzer’s customer interaction.

Thanks to the SAP NetWeaver Portal component, Sulzer can now define customer accounts, including access authorizations, while the asset services portals allow both customers and Sulzer staff to view installed bases of pumps at each paper processing plant, identify specific models, and review the original bills of material. The SAP E-Commerce for SAP R/3 application integrates back-end business processes so that customers can purchase spare parts directly from distributors.

### **Improved Graphical Interfaces**

The new asset services portals also have improved graphical interfaces. Customers find the information they need quickly and now place their orders to Sulzer distributors online. An important added advantage: all ordering activities are tightly integrated with Sulzer's logistics processes and existing SAP software.

Sulzer is enjoying a variety of benefits since the system went live in early 2005. "Because we're sharing equipment data online, our customers can access detailed product information without

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having to manage the data in their own systems," Metsola says. "In return, this gives us detailed information about our installed base, which we can use for product development purposes and to promote new offerings," he says.

### **Service Portals Open New Opportunities**

Sulzer has witnessed significant efficiency gains for its internal operations since inauguration of its new asset services portals. Tight integration with SAP back-end software has streamlined the spare-parts ordering process and relieved Sulzer's internal sales staff from the administrative burden of having to key orders in manually.

Sulzer's main benefits include:

- Streamlined spare-parts ordering process
  - Prices and inventory status are always available.
  - Quality of orders ("clean orders") is improved.
- Streamlined document management
  - Up-to-date pump information is always available.
  - Any change to a pump is shown to all stakeholders from single-source information. Previously, customers had to shuffle multiple paper copies, which were hard to keep up-to-date.
  - Fewer paper copies are necessary.

In the coming year, Sulzer will investigate opportunities to extend online services that the new asset services portals have opened up, according to Metsola.

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