

SAP CONNECTIVITY CUSTOMER SUCCESS

**SAP Integration Informs
Better Business Decisions
Across Industries**



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SAP is the backbone of many businesses. Powerful enterprise resource planning, data management and analytics capabilities make SAP a smart choice for giving its nearly 300,000 customers important insights into how they can improve operations and increase profits.

However, SAP alone isn't enough. SAP systems can be complex, and not everyone in an organization will necessarily have full access to them. For salespeople working in CRM apps like Salesforce or Microsoft CRM, business analysts working in BI tools or marketing teams working in platforms like Hubspot or Marketo, connecting these disparate apps can be the key to bringing business-critical data from SAP into the systems that employees use to do their jobs every day.

Whether your business is focused on manufacturing, retail, healthcare or another industry, chances are you would benefit from automated processes, better visibility, quicker responses to market changes and more accurate forecasts and plans.

SAP Customer Connectivity Success

This eBook shares real-world stories from several Jitterbit customers that used SAP integration to get more out of their SAP instance and other business applications to make better business decisions.

Learn how SAP integration can help you:

- Gather better, actionable insights for salespeople using disparate customer management, business intelligence, product and financial systems.
- Save time and enable near real-time access to business-critical information by removing the barrier of manual data manipulation and transformations.
- Improve delivery times and boost customer satisfaction with warranty management, shipping, returns and e-commerce integration.
- Grow business more rapidly with automated processes and connected apps.
- Quickly and easily connect CRM and ERP applications with “set it and forget it” deployment that can cut development time and save money.
- Overcome limits on access to SAP, free your processes and data from silos and empower your employees with always-available, accurate information to elevate customer service.

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Berner Group Scales Sales Success for Better, Actionable Insights

Connecting SAP with Salesforce brings crucial sales details into one place.

Berner Group, the largest Salesforce customer in Europe, creates specialty chemicals and sells them to the automotive and construction industries. The 5,000 members of Berner's large sales team need instant access to detailed customer and product information to make sure that their 75,000 daily customer contacts are effective.

Salesforce drives sales interactions, but Berner makes extensive use of SAP for product and financial information. With some information stored in SAP and some in Salesforce, Berner needed an integration solution that could bring all the crucial details together in one place.

Berner had strict security requirements and wanted to host

its integration tool on premise, but also make modifications in the cloud. The company needed a flexible technology solution that could deal with its complex internal network environment without slowing down deployment. Jitterbit met all these requirements and enabled a fast, smooth implementation process.

Jitterbit helped Berner Group build an automated system to get information from SAP to Salesforce and back again. Now, salespeople are empowered with all of the information they need, no matter where it originated or where it is stored. The company also has a completely new approach to handling business—one that's much faster and more responsive to requests.

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INDUSTRY

Trading

INTEGRATIONS

SAP, Salesforce

CHALLENGES

- Large volume of users and data: 75,000 customer contacts daily, 8,000 total IT users, 5,000 Salesforce users
- Sales team had difficulty accessing product details

SUCCESSSES

- Real-time integration between SAP and Salesforce for thousands of records and users
- Jitterbit agents on premises for security, but can be managed in the cloud



Sika Joins Product Data Across the Enterprise

Connecting SAP saves time and enables near real-time access to business-critical information.

Sika is a leading manufacturer of specialty chemicals. The company needs product information from SAP to be available in Salesforce so that its sales team can provide the best service to customers. To make that happen, Sika was using the Jitterbit Data Loader for Salesforce to help move flat file exports from SAP into Salesforce a couple days a week.

Although this process helped get information into the right place, it was a manual process and wasn't going to scale with their needs.

Sika then decided to implement the Harmony integration platform to connect business-critical information in near real time. Now, Sika uses Jitterbit to automate the integration of sales and accounting data between SAP and Salesforce. This helps make sure that sales team members

always have the most current details about orders, payments and more, improving their ability to provide accurate and timely recommendations to customers.

In addition, Jitterbit connects individual sales data, product mix, credit and accounts receivable information between Sika's front and back office, giving the organization complete visibility into the sales process from both Salesforce and SAP.

The migration from manual data loads to complete Jitterbit integration took just two days, validating the speed and power of the Jitterbit platform and taking Sika's sales operations to the next level. Now, Sika can rely on its business data being managed as expertly as the chemicals the company manufactures.

INDUSTRY

Manufacturing

INTEGRATIONS

Salesforce, SAP

CHALLENGES

- Manual data lookup
- Time-consuming data transformations
- Information not available in real time

RESULTS

- Eliminated manual data entry and file exports
- Automated closed loop processes among sales, product, credit and accounts receivable departments
- Implemented SAP integration without support during free trial
- Synchronized products in fewer than 48 hours
- Connected systems to make the right information available in the right systems

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Mophie Powers Digital Business with Real-Time APIs

Connecting SAP improves delivery times and boosts customer satisfaction.

Mophie is the #1 mobile battery case manufacturer in the world. As you might imagine, making high-quality battery cases that keep all kinds of cell phones operating for as long as possible is a complex undertaking. To ensure their cases meet high standards and get in customers' hands on time, Mophie relies on real-time digital connectivity to tie together their logistics, shipping and customer service operations across multiple internal apps and partner systems.

Mophie uses Jitterbit Harmony to connect their digital assets

to centralize and automate critical business processes such as warranty management, shipping, returns and e-commerce integration.

In doing so, Mophie has improved response and delivery times and boosted customer satisfaction.

The flexibility of the Harmony platform allows Mophie to easily extend API connectivity to partners including 3PLs, which has given them a powerful and scalable foundation on which to build their international growth plans.

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INDUSTRY
Manufacturing

INTEGRATIONS
Salesforce, SAP, Magento, UPS, Fedex, USPS, 3rd Party Logistics

CHALLENGES

- Fragmented manual processes
- Siloed and redundant data
- Integration relied on one-off applications and CSV files

RESULTS

- Automated warranty management, samples and returns
- Improved response and delivery times for customers
- Flexible, agile integration is ideal for international growth
- Operates with APIs used by all partners

Skullcandy Automates Order Processing

Connecting SAP with key partners helped Skullcandy achieve rapid business growth.

For years, Skullcandy had been using ad hoc methods to share information among its ERP, web stores and shipping partners. This approach was proving to be too time consuming and prone to errors, so Skullcandy decided to take ownership of their data management and business processes by deploying a standardized integration platform.

Using Jitterbit, Skullcandy successfully integrated their key 3PL warehouses owned by UPS and DHL with their SAP Business

ByDesign ERP application in a matter of weeks.

The company next used Jitterbit to create a standard interface for consuming orders from their various web stores, including eBay, Amazon and their own Magento-based stores on skullcandy.com

With Jitterbit, Skullcandy now have a robust and reliable integration platform for automating their critical business processes, which has proven key to growing their business more rapidly.

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INDUSTRY

Manufacturing

INTEGRATIONS

SAP Business ByDesign, Salesforce, Magento, SPS Commerce, Amazon, UPS, DHL

CHALLENGES

- ISV/Partner integration options too complex and time consuming
- Connect SAP Business ByDesign with storefronts and shipping providers
- Enable visibility among SAP Business ByDesign, Magento, webshops and 3PLs
- Interface with SPS Commerce EDI orders from big box retailers (Best Buy, Target, etc.)

RESULTS

- Standardized integration moved critical data operations in-house
- Complete data visibility across applications and partners
- New storefronts and 3PLs take hours, not weeks to onboard
- Real-time alerts and visibility of order errors, etc. that previously took a day to discover



Bayer Cures Expensive, Time-Consuming Data Headaches

Connecting SAP allows for seamless movement of order data between cloud and on-premise apps.

When Bayer, a German multinational chemical and pharmaceutical company, adopted Salesforce as their new CRM and call center application, they needed to quickly integrate their cloud data and business processes with their on-premise Oracle data and SAP ERP application. Bayer uses a custom order management solution within Salesforce but executes order fulfillment within SAP. Integrating and automating this common business process was a critical need.

Today, Bayer uses Jitterbit to seamlessly move order data between Salesforce and their Oracle data warehouse. Once transferred to Oracle, the data is

validated against SAP to ensure accuracy and subsequently, updated in SAP via the IDOC interface.

Updates on order fulfillment from SAP are synchronized back to Salesforce, giving the sales team complete visibility to order status. In addition, all account and product data is continually synchronized from SAP, Bayer's system of record.

Using Jitterbit, Bayer is able to quickly and easily automate the order process across its CRM and ERP applications with appropriate alerts and escalations built in—allowing for easy management and “set it and forget it” integration.

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INDUSTRY

Pharmaceuticals

INTEGRATIONS

Salesforce, Oracle, SAP

CHALLENGES

- Adoption of Salesforce CRM required bi-directional synchronization of order data between the cloud and on-premise Oracle data warehouse and SAP
- Custom coding is too complex, and they needed a solution that could be deployed quickly and managed easily by a small team

RESULTS

- Bayer was able to integrate Salesforce with the rest of its enterprise before they fully learned how to use Salesforce
- Integration delivered by two people
- Integration development time cut by 33 percent
- Maintenance is minimal with true “set it and forget it” deployment

BMR Medical Creates Healthy Sales Process

Connecting SAP empowers employees with accurate information to elevate customer service.

BMR Medical provides medical devices that assist in diagnosing cancer and delivering cancer treatments. Based in Brazil, BMR Medical is part of a growing healthcare industry in the country.

It uses Salesforce to drive the sales organization, but also has a backend ERP system, SAP, that stores account, financial and product inventory details.

When interacting with customers, BMR Medical sales staff struggled to quickly access back-office information about product and order status that they needed to meet customer needs.

Seeking a better way to serve its customers, BMR Medical explored custom-coded integration solutions as well as other established integration platforms. After careful evaluation, BMR selected Jitterbit for its quick implementation, ease of use and friendly graphical interface.

Jitterbit made data from the back-office SAP system accessible online from anywhere through Salesforce mobile and iPad apps. This means that sales staff can now accurately inform customers when they will receive their order, how many units are in stock and other details they didn't have visibility into before. Access to the right information has increased customer satisfaction to 97 percent overall.

With Jitterbit, salespeople also have complete visibility into when samples were sent to a customer, when the customer first made a purchase and purchase history. This makes it easier to anticipate and proactively meet customer needs.

Jitterbit has given BMR Medical sales staff easy access to all of the information they need to connect customers with innovative products that keep people healthy. That's a win for everyone involved.

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INDUSTRY

Healthcare

INTEGRATIONS

SAP, Salesforce

CHALLENGES

- Lack of access to account, order and inventory information for sales staff
- Difficulty providing accurate information to customers during meetings
- Insufficient sales planning capabilities

SUCCESSES

- Complete visibility into order status and inventory on the go
- Improved customer service, thanks to having all the right information at hand
- Better management of the sales pipeline and anticipation of new orders
- Easy setup and deployment of new object integrations, so no SAP specialist is needed
- A single business team member manages Jitterbit



While SAP's powerful enterprise resource planning, data management and analytics capabilities make it integral to many businesses all over the world, its implementation can be complex, its data siloed and its processes manual. Connecting SAP with other essential business apps can not only solve these problems, but also make your business run better, faster and smarter.



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Learn more about SAP integration solutions now



Start a Free 30-Day Trial

