



SAP C4C & SAP CRM for Managing Inside and Outside Sales

Enabling seamless and efficient management of inside and outside sales process

The Client

A leading multinational manufacturer of tire and rubber products.

Background and Scope of the Project

The client was managing their inside and outside sales tasks with a legacy CRM solution along with several custom developed third party systems. This created data silo, necessitated a lot of manual operations, and delayed the inside and outside sales process.

HTC's SAP consultants recommended SAP Cloud for Customer (C4C) and SAP CRM on Premise with integrated functionality to seamlessly and efficiently manage the inside and outside sales process.

Solution

HTC's SAP consultants implemented SAP C4C and SAP CRM on Premise with integrated functionality and user friendly user interface to streamline and automate the processes with better functionality. The following processes were implemented:

- Configuring the products
- SAP C4C Opportunity <-> Quote <-> SAP C4C Order Release to SAP ECC
- Quote approval process

- Multiple discounts types
- Quote versioning

This enabled:

- End to end process automation
- Real-time sales order and invoice generation
- Tracking business progress with performance and progress dashboard
- Integration of the system with SAP, Salesforce, and other legacy systems

Technology

- SAP C4C (Sales / service)
- SAP suite on HANA
- SAP Business Objects BI
- SAP Process Integration
- FIORI/UI5

Key Benefits Realized by the Client

Enhanced UI and Online Experience

Reduced Redundant process

Seamless integration with improved productivity