



A. Rüggeberg GmbH & Co. KG

Customer Relationship Management in the tool construction with mySAP Mobile Sales

Founded in early 1799, August Rüggeberg GmbH & CO. KG, Marienheide, is a medium-size German enterprise with over 1,900 employees and more than 100 agencies across the world. Located in Germany, England, South Africa, the USA and India, the company specializes in fine finishing of surfaces using an array of over 5,000 specialist tools.

The project

Because of its excellent tools and outstanding support, customers have always been satisfied with August Rüggeberg PFERD Tools. In order to strengthen the long term customer relationship, Rüggeberg built up a customer relationship management project to further increase the time quality of consultation and job execution. A comprehensive Mobile Sales solution was developed to integrate the field service into the company's information flow and support consultation.

The challenge

- Integration of the field service into the existing information flow
- Integration of the SAP R/3 solution
- Restructuring and optimization of processes and functions in the field service
- Avoidance of data interfaces and thus of manual work
- Guarantee of investment security

The solution

my SAP CRM Mobile Sales has proved itself to be an optimal solution for the complete integration of field service in the existing information flow and the future-oriented advancement of the IT structures. Thanks to the notebooks the field service has at any time, direct access to all important marketing data: Customer data and its order history, provides meaningful preparation for the sales discussions. This real-time access to the entire assortment including availability inquiries

"With the mobile Sales solution realized by Siemens we successfully extended the strategic software basis SAP R/3. It was important to us to integrate the field service smoothly into the information flow. This was done by using a future-safe software solution which allows us in the long run, to continuously improve the organization and information structures."

Hans Hoymann,
A. Rüggeberg,
PFERD Tools

increases the quality of the consultation, the direct placement of orders and secured transmission to the SAP R/3-System, accelerating the job execution. Useful analyses of field service, customer and usage also increases the efficiency of the management of sales.

Benefits for August Rüggeberg PFERD Tools

- Solution based on standard software ensures a secure investment.
- Realization of the solution without additional administrative work
- Solution can be individualized and extended as required.

Benefits for the field service

- Permanent access to relevant marketing data
- Improved customer advisory service
- Simplified order entry
- Further possibilities such as contact management, activity management and reporting

Our services

- Consulting
- Customizing
- Integration
- Rollout

Technical basis

mySAP.com CRM 2.0 B with the following software components:

- CRM Online
- Mobile Sales
- Mobile Application Studio
- Bdoc Modeler
- Repguardian
- Admin & ComStation



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