



SAP CASE STUDY

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SAP SUCCESS STORY

THE COMPANY

Founded in 1972 by five former IBM employees in Mannheim, Germany, SAP (Systems Applications and Products) has earned the respected role of being the world's leading provider of business software, creating a network of services including enterprise resource planning and related management applications. As the third largest software company in the world, they're committed to providing services that help clients experience growth in sales and product value.

Currently, SAP serves over 12 million users each day, with services provided by 2,400 certified partners in 120 countries.

Recently, SAP addressed the need to standardize their collaboration methods and to implement one communications solution for everyone across the company.

THE PROBLEM

SAP experienced significant growth during the 1980s, establishing subsidiaries in Denmark, Sweden, Italy and the US. Over the next decade, SAP improved the scope and quality of their products, cementing their stellar reputation in the business world and expanding their reach to conduct over 50 percent of total sales outside their home country of Germany.

An endeavor this far-reaching requires a large staff that must be constantly updated on the latest product, project and client developments. SAP has over 60,000 employees — that's a lot of information to distribute over a complex series of networks.

THE SOLUTION

Volker Rieger, SAP's Global Director, IT Infrastructure, identified the main goal of their communications overhaul as creating one collaborative platform for the company's entire workforce. Rieger wanted this project to be managed from the outside, rather than by internal IT staff; this is where PGI's team of expert conferencing consultants came on board.

Nico Geppert, Service Architect, SAP IT Infrastructure, cited guaranteed security as his main priority when choosing a web conferencing provider.

“I think security is a key factor in this online conferencing world. In a regular meeting you know who's in the room. In a virtual meeting you need to make it transparent for the user to understand who's in the room, and to make sure information's not disclosed.”

PGI's conferencing services include a number of customizable safety features, including:

- Unique security codes for moderating and joining meetings, and
- Conference locking capabilities to control who can enter your calls.

Additionally, Michael Bethke, Project Manager, IT Technology Projects, was concerned with usability. SAP's existing communications system made it complicated for users to establish conferences, to easily register or login, and to coordinate and distribute meeting information.

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Striving to eliminate the confusion of complex conference management systems, PGI's online access portal makes it one-click simple for users to create, promote and join meetings, taking the guesswork out of setup and invitations.

THE RESULTS

After working with PGI to implement new web conferencing technology, Rieger and Bethke believe that SAP was able to achieve and surpass their initial goal of streamlining their communications practices.

Working together to improve collaboration, PGI and SAP were able to envision a strong concept and quickly deploy it, making communication faster, easier and more enjoyable for both SAP employees and their clients.

“We made it simple enough for the people in their day to day life to connect easily, start collaborating and share whatever they have to share”

Within the first few months of use, SAP had met and exceeded their initial communication goals, going from 80,000 to over 300,000 meetings per month.