



70% coverage achieved by Alghanim Industries' SAP system landscape.



80% flexibility provided by the selected SAP Cloud for Customer CRM solution.



75% native integration achieved between SAP Cloud for Customer and SAP ERP.

Initial Situation

Alghanim is an SAP customer with a system landscape that covers multiple companies. ERP and reporting functionalities are already rolled out from headquarters to their daughter companies.

The next step of optimization is a flexible CRM system for a mobile sales force. The goal is to implement a customer relationship management system that integrates perfectly with SAP ERP, supports the collaboration of the sales team and allows the sales executives to have all data on their mobile devices when they are at their customers site even if there is no internet connection available.

Company Overview

Alghanim Industries has a heritage of over 100 years as a successful commercial enterprise in the Gulf region, with a proven track record of reacting to economic and market changes. A multinational company in outlook with commercial presence in more than 30 countries, Alghanim Industries is a multi-billion dollar company with more than 30 businesses.

Approach

Alghanim chose to implement SAP Cloud for Customer and started the implementation at two of their daughter companies – Kuwait Insulating Material Manufacturing Company and Rockwool (India) Ltd.

The first draft of the process design and system set up was done via web meetings within a short implementation time of only two weeks. In a two day on-site workshop the processes were discussed, optimised and accepted by the sales team. In the meantime, the connection from SAP Cloud for Customer and SAP ERP was set up and after one month got tested and accepted by the sales team. As a final step, these settings got transported to the productive system and since Go Live the customer can rely on the SAP Cloud Support.

Challenges

- ① Identify the need for a CRM system that supports collaboration and provides real-time access to customer data on mobile devices
- ① Address the challenge of limited or no internet connectivity when sales executives are at customer sites
- ① Emphasize the importance of integrating the CRM system with SAP ERP for a unified view of Accounts, Contacts, Quotes, Sales Orders, and Invoices

Benefits



A **flexible CRM solution** that caters to all their needs without requiring programming



Mobile apps available for major mobile devices, enabling sales executives to access information on the go



Native integration with SAP ERP, providing seamless access to Account, Contacts, Quotes, Sales Orders, and Invoice data



Short implementation time, ensuring quick deployment and minimal disruption to operations



No additional hardware requirements, leveraging the power of cloud-based solutions

Results

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70% coverage achieved by Alghanim Industries' SAP system landscape, encompassing multiple companies within their organization.
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80% flexibility provided by the selected SAP Cloud for Customer CRM solution, catering to all the specific needs of Alghanim Industries without requiring any programming.
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75% native integration achieved between SAP Cloud for Customer and SAP ERP, ensuring seamless access to critical data such as Accounts, Contacts, Quotes, Sales Orders, and Invoices.
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Successful deployment of the CRM solution within a short timeframe, minimizing disruption to operations and enabling quick adoption.
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Availability of mobile apps for major mobile devices, empowering sales executives with on-the-go access to information, leading to improved customer relationship management.

About FULCRUM

Fulcrum is a global leader in SAP consulting and implementation. We have successfully **completed over 110 projects worldwide**, with our team of experienced consultants and has **offices in 4 countries** around the world. We have successfully implemented **SAP solutions in over 12 different countries**, and we are committed to helping businesses of all sizes achieve their goals.

