

Successful CRM consultation by itelligence

Jowat AG extends customer relations with customer management system from SAP

Bielefeld (Germany) – November 4, 2008. As of October, 2008, Jowat AG has extended its customer relations with the new Customer Relationship Management (CRM) system from SAP. As an SAP consulting house, itelligence has successfully implemented the project on time and within budget.

Jowat AG produces industrial adhesives, particularly for the wooden furniture, paper and packaging, automotive and textile industries. In addition to its headquarters in Detmold, Germany, the company founded in 1919 with more than 650 employees worldwide also has production facilities in Switzerland, the USA and Malaysia. With its sales network and 17 subsidiaries, Jowat reaches customers throughout the world. These customer relations, extending across country boundaries and continents, need to be well maintained.

To this end, Jowat has been using the newest SAP CRM 2007 system since October. Consulting services are provided to the medium-sized company by itelligence AG, the Bielefeld-based full-service IT provider for SAP and one of the most successful SAP partners in Germany. itelligence AG belongs to a select group of Special Expertise Partners of SAP that are able to demonstrate sound CRM expertise.

For optimal customer relations, the Sales, Marketing and Service departments of Jowat have continuous access to current customer information, provided by a common web interface. In times when customer relations are increasingly more important, the decision to select the right system and the right consulting house was of great importance.

According to Christine Künne, IT Manager at Jowat AG: "We are very pleased that we are already able to use a future-oriented customer management system such as SAP CRM 2007". Our previous Siebel CRM system was removed by itelligence consultants and replaced with the SAP system. Now we can operate worldwide with the fast and uncomplicated web interface of the new SAP CRM.

Press Release - itelligence

Successful CRM consultation by itelligence

Jowat AG extends customer relations with customer management system from SAP

All functions and activities are now closely tied to our ERP system which is an SAP system as well. That creates an enormous advantage for us: true data transparency throughout the entire organization."

After a project duration of only seven months, around 60 Jowat employees are now working with the new CRM system. In particular, they make use of the functions of the Customer Interaction Center in Sales, customer segmentation in Marketing and complaint processing in Service. Sales have become faster and more precise in their sales approach; an efficient process integrated with the ERP system is now available to Service. Marketing activities are supported by the segmentation of customer data in SAP CRM 2007.

According to Michael Vollmer, International Midmarket Business Unit Manager of itelligence AG: "We provided complete delivery of a very comprehensive project within the planned project time and forecast costs. If phrases such as "successful in terms of time and budget" can be used, this is the place. But more importantly, I'm excited to personally experience how our customers can immediately implement the benefits of the CRM system – without delays, since the relevant employees have contributed to the success of this system and have immediately accepted it as their capable work tool.

About itelligence

itelligence is one of the leading international full-service provider for SAP employing more than 1,350 highly qualified employees in 17 countries and in 5 regions (America, Asia, Western Europe, Eastern Europe and Germany/Austria). As a mySAP Business, Service and Support Alliance as well as Global Partner Hosting and Global Services Partner, itelligence realizes complex projects in the SAP environment for over 3,000 customers worldwide. In 2006, itelligence obtained the status as Gold Partner SAP in Germany, U.S. followed in 2007. The company's services range from SAP consulting and licensing to outsourcing and services to proprietary industry-specific SAP solutions. In 2007, itelligence generated total sales of EUR 190,9 million.

Public Relations:
Silvia Dicke
Tel: ++49 (0) 521-91448 107
Fax: ++49 (0) 521-91445 201
silvia.dicke@itelligence.de

itelligence AG
Königsbreede 1
33605 Bielefeld
<http://www.itelligence.de>