

VERGOKAN

ABOUT VERGOKAN

Headquartered in Oudenaarde, Belgium, Vergokan manufactures and distributes metal cable support systems. The Company has three manufacturing facilities in Belgium and one in Russia.

Its cable support systems are to be found in office buildings, tunnels, hospitals, shopping malls, sports stadiums, stations, and industrial installations. The products are exported globally: to Western and Eastern Europe, the Middle East, Russia, Africa, South America, and Australasia.

Vergokan continually strives to develop and nurture long-term partnerships with its customers, delivering a customised and professional service. To support this the Company invests in its people and has an enthusiastic team of qualified, well-trained, and motivated employees.

In addition to an extensive, high-grade product range, that it has developed since the Company was established in 1982, Vergokan also offers a wide range of customisation services, such as surface treatments, to ensure that the customer's requirements are met.



SAP C4C, INTEGRATED WITH SAP ECC, GIVES VERGOKAN A SALES PLATFORM FOR GROWTH

HIGHLIGHTS

- A cloud solution giving Vergokan's remote sales staff access from anywhere
- Customer information & analysis that supports effective engagement with customers
- Effective sales quotation process
- Integration between key business systems
- Consulting and product expertise that support for the business strategy for growth
- Productive relationship with SOA People's Project Team

CHALLENGE

"Vergokan is a growing organisation," declared Davy Verhulst, Project Manager with Vergokan. "We have clear goals and objectives on where we want to be in the next three years. Our 'Strategy 2020', looks at the organisation on all levels: management, operations, sales. We recognised that we needed new systems to support our aspirations."

The Company implemented several modules of SAP ECC in June 2014 as part of this system overhaul, but wanted to support its sales operation and the long-term partnerships with customers.

"We had lots of data, here in Vergokan, but scattered around the company in various locations, systems and files," explains Davy. "We did not have this information centralised, but instead had very many islands of information. This presented us with a challenge. For example, if someone were to leave the company, did we have all the data concerning their customers?"

We felt we wanted a centralised platform so that we could have this data available, immediately and consistently, with the same look and feel for everybody," continues Davy. "We wanted a single platform to have all customer and quotation data available for reporting and analytics."

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SOLUTION

"Our CEO, Filip Goris, was focused on getting a Customer Relationship Management (CRM) system implemented," says Davy. "Towards the end of 2015 we began working on a specification, with his sponsorship. We sent this to a number of possible providers including SAP C4C, Microsoft Dynamics and other local Belgium packages."

We rapidly came to the conclusion that we should use SAP C4C," continues Davy. "Integration with SAP ECC was considered essential. We wanted all the data stored and accessible from an integrated platform. Once we had reached that decision we could narrow down the choice of possible suppliers. We constructed a detailed business case scenario and asked each supplier to present to the Vergokan Management and Project team."

Vergokan made the decision to work with SOA People as the preferred partner for the SAP C4C implementation.

"It was for a combination of reasons that we made the decision to work with SOA People," says Davy. "Their project team understood our requirement, and were able to answer all of our questions. They came across as being flexible and agile. Personally, there was a fit, so we knew we would be able to work effectively together. At a management level, we also rapidly established a good working relationship, between Filip and Youri Deblanc (CFO of Vergokan), and Petra Tiels (Managing Director for SOA People)."

"We developed an implementation plan and kicked-off the project," continues Davy. "Even though we are not a big organisation, we worked well together. In the workshops, we designed the flows for the quotation process. Sometime into the project Vergokan recognised that the flows needed to be changed. We involved our CEO and discussed these changes with SOA People. The SOA People project team listened to what we had

to say, and gave us honest and positively critical answers. They were factual and agile in their response to this change in specification, explaining where we were deviating from the standard way of working in C4C."

The SAP C4C implementation needed to deliver a solution for two key areas of Vergokan's sales operation.

"Working with SOA People we focused on two major areas: the account management of customers, and everything that concerned quotation flows," informed Davy. "Therefore, integration between systems is very important. For the account management of our customers the SAP ECC system is feeding SAP C4C. We have visibility of all customer details. SAP ECC is the master, so any changes to customer details are made there."

"The second major part of the project was quotations," continues Davy. "A quotation is created in SAP C4C, then pushed to SAP ECC. We then add product pricing in ECC and push the updated quotation back to SAP C4C where we link it to opportunity management. Our sales teams use SAP C4C to follow-up on and manage these customer quotations. So, for the quotation flows, integration is two-way, between SAP ECC and SAP C4C. The implementation has given us the single platform we wanted."

SUMMARY

"SOA People's project team always worked constructively with us to find the best solution. They understood the SAP C4C system in detail, and remained positive throughout the implementation, giving us an honest assessment of what was possible. We worked well with all their people."

Davy Verhulst, Project Manager Vergokan

BENEFITS

Access from anywhere. The implementation of a cloud solution has given Vergokan access to customer account and quotation data from everywhere. Access from mobile devices has been particularly useful.

Customer information & analysis. Vergokan now has all their sales information within one platform. It has given them a powerful solution that supports their engagement with customers.

Effective sales quotation process. The expertise of the SOA People project team and the SAP C4C solution has provided an opportunity to review and revise Vergokan's sales processes.

Integration between key business systems. SOA People has delivered the integration between SAP ECC and SAP C4C that supports Vergokan's sales operation.

Support for the business strategy. Vergokan has clearly defined strategy, covering all aspects of the business, to support their growth plans. SOA People has professionally delivered a SAP C4C solution on the SAP Hybris Cloud for Sales platform that will support their aspirations.

TECHNICAL DETAILS

- SAP C4C solution
- SAP Hybris Cloud for Sales platform