

Company data anywhere at the touch of a key:

## The Information Flow between Bayernland Headquarters and Field Sales is the "Cream of the Crop"



»We have been collaborating successfully for many years. We get top-class consulting in all IT matters. And that was again the case this time. Our trust in products from Fujitsu Siemens Computers could not be greater.«

Hermann Wild, IT Management, Bayernland eG

### → The Customer

Bayernland eG,  
Nuremberg, Germany

[www.bayernland.de](http://www.bayernland.de)

### → The Project

Introduction of a CRM  
solution with mobile  
end-user devices for  
sales staff

### → The Solution

30x LIFEBOOK T

CompAS Consumer  
CRM System

Project Partner  
CompAS GmbH

The field sales organization of Bayernland operates throughout Germany and includes two sales offices. All sales activities are monitored from these branch offices, as well as directly from company headquarters in Nuremberg. To optimize the flow of information between office staff and the field, and to ensure data consistency anytime and anywhere, the company decided to introduce a CRM solution. CompAS GmbH provided the specialized know-how and a software package specifically tailored to Bayernland. The customer also chose LIFEBOOK T systems, the very best mobile technology from Fujitsu Siemens Computers. The LIFEBOOK T, which is a notebook and Tablet PC in one, supports sales employees wherever they happen to be.

### Dairy products are Bayernland's business

Bayernland eG was founded in Nuremberg, Germany, in 1930. The cooperative's administrative offices and sales headquarters are still located there today. Bayernland is responsible for worldwide marketing of dairy products from its own production operations as well as those from affiliated dairies. These delicious products, including natural cheese, cheese spreads and butter, are produced in Nuremberg, Fürth and Lindenberg. Distribution is handled by two sales offices. The company employs around 700 people and generated consolidated sales of more than EUR 700 million in 2004.



#### Benefits for Bayernland

- All sales information within the company is transparent
- Industry-specific data processing
- Reports at the touch of a key
- Greater efficiency in mobile working
- Powerful notebook technology

#### Product highlights of the LIFEBOOK T

- Robust, yet light convertible
- The display can be rotated by 180° to transform the notebook into a fully fledged Tablet PC with a pen
- 12.1-inch TFT-XGA display with new screen technology
- Port replicator for extremely easy connection of accessories
- Intel® Centrino™ mobile technology with wireless LAN
- Power-saving Intel® Pentium® M processor
- Modular bay for a second hard disk, for example

#### More up-to-date, greater efficiency and transparency

The goal of Bayernland was to ensure smooth internal cooperation with sales in addition to maintaining a strong market presence in food retailing. That is why the customer wanted to further improve the information flow within the company. Improved working conditions for its mobile sales representatives were also needed because company officials noted that sales information lacked transparency and was still too unstructured, meaning that office and field staff did not always have access to the same knowledge. Bayernland commissioned CompAS GmbH with an optimization project aimed at introducing a customer relationship management (CRM) solution. This IT service provider has supported Bayernland for many years and specializes in CRM systems for the consumer goods sector. For example, it has developed CompAS Consumer, a software package that has proven its value in daily practice. Since a powerful CRM system needs an equally powerful mobile end-user device to leverage its functionality to the full, Bayernland also needed a top-class Tablet PC—and found the perfect device for the optimization of its sales processes: the LIFEBOOK T from Fujitsu Siemens Computers.

#### Two new elements in sales: LIFEBOOK T and the CRM system CompAS Consumer

The appearance of Bayernland's salespeople when they call on customers has changed. They now have a robust, versatile and agile companion with them, namely the LIFEBOOK T, which gives them access to all types of information anytime, anywhere. Details about the company's products, campaigns planned for product launches, up-to-date reports on sales data, new listings and everything of importance for a meeting with customers—all of this on-demand knowledge can really foster business relationships. And the LIFEBOOK T even makes it easy to take handwritten notes. The convertible device can be transformed from a notebook into a Tablet PC with pen input by just rotating the display. This agility is also a great help when salespeople have to give presentations on a customer's premises. The display's brilliant quality underscores the already strong impression made by the device's stylish design. The fact that company data can be called up on the LIFEBOOK T at the touch of a key is due to the powerful CRM system running in the background. CompAS Consumer was tailored to the customer's specific requirements, integrated in the SAP environment at Bayernland on Fujitsu Siemens Computers servers, and is connected to the central CRM database Sybase SQL Anywhere. Since the contents are linked to the ERP software, all sales information concerning customer talks, prices and distribution can be recorded in the CRM solution. Thus not only field staffers benefit greatly—the solution is also the basis for analyses conducted by the sales offices and headquarters.

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