

SAP Business All-in-One CRM for DMG

An SAP CRM solution for the sale of dental products in just 50 days



DMG controls the sales of its dental products via SAP Business All-in-One CRM, the solution for mid-sized firms. INFO AG implemented this globally deployable system for managing customer relationships in a mere 50 days.

Treating tooth decay without drilling – a revolution seeks its market

A treatment for tooth decay without drilling, without pain and with nearly no loss of tooth substance – the firm DMG Chemisch Pharmazeutische Fabrik GmbH is bringing a revolutionary innovation to the market: “Icon”. For the field sales team at DMG, Icon signifies a huge potential for new business. In the German-speaking region alone the customers include around 60,000 dentists. The product is being launched on a broad-based scale using seminars and sales presentations at dental practices and clinics.

Notebook and mobile extranet replace paper and pencil

Year for year, several dozen members of the field sales staff at DMG log tens of thousands of contacts resulting in thousands of orders. To prepare for local appointments field sales needs up-to-date contact information regarding the practice profile, contact and

ordering history. The old sales information system was unable to support this requirement sufficiently: appointments, sales talks and orders were registered by hand on a form and sent to internal sales via fax or postal route. The staff at internal sales transferred the order data in a time-consuming manner into a Microsoft Access database. Information purely related to contact was rarely logged. As a result that information was often incomplete and not current enough; online access while en route wasn't possible at all.

Although an interim solution on the basis of Microsoft SQL Server enabled access to the Web, further specifications from specialized departments quickly followed. It was apparent that upgrading the solution within the shortest time span would bring about a proprietary individualized software whose costs for development, maintenance and support would rise exponentially beyond the period of usage.

To keep the cost of ownership low yet without having to refrain from current upgrades, INFO AG recommended that DMG ought to deploy SAP CRM.

Sales information in real time – from anywhere in the world

When and what was the customer's last order? Had they recently called via the hotline? Thanks to SAP CRM, nowadays the field sales staff at DMG are

informed about all activities revolving around the customer directly before paying a visit. Via notebook, UMTS card and extranet they can access the sales information portal from anywhere in the world in real time. Orders are logged into SAP CRM using the notebook and promptly processed by internal sales while talks with the customer are still in progress. The system automatically sends the customer an order confirmation via fax or eMail. The internal sales service reviews the order and forwards it to the delivering depot via SAP CRM. The sales manager can check the day's sales figures with one mouse click.

“SAP Business All-in-One CRM grows with the company, can be seamlessly integrated into SAP ERP, and becomes more and more performant due to supplementary modules and further developments, but without seeing the costs explode. The cost-efficient licensing model ensures manageable costs

for licenses and maintenance over years. The project was successfully enacted by INFO AG in just 50 days split up over 4 months.”

Martin Hüsgen, Head of Electronic Data Processing

About DMG

For over 40 years now DMG has supported dentists with high-grade dental materials for precise impressions and reliable temporary and permanent dental care. Dentists and laboratories in over 80 countries all over the world place their faith in the quality of brand-name products from DMG such as Icon, Luxatemp, LuxaCore or Honigum.

At a glance - The Project

- Launch of SAP Business All-in-One CRM – a solution for mid-sized firms
- 4-month project duration
- 50 days project expenditure, including installation