Making a splash with SAP Sales Cloud: ABPmer's rapid 7-week deployment

The Client

ABPmer is a leading marine consultancy that has been advising clients and undertaking applied research for over 60 years. ABPmer is known for its knowledge of the marine environment, technical ability and emphasis on service excellence. ABPmer is a wholly-owned subsidiary of Associated British Ports Holdings Ltd, which also owns Associated British Ports (ABP), the largest port operator in the UK.

The Challenge

"Understanding the how, when and why we are interacting with clients and prospects is crucial to providing the high level of service delivery excellence that we are known for, from an earlier point in their buying process. The CRM tool enables us to manage our relationships in an organized and centralized way, improving efficiency and reducing effort"

– Damon O'Brien, Managing Director, ABPmer

ABPmer wanted to implement a CRM system to give them a 360° view of business development, marketing and sales activities

They had chosen SAP C/4HANA Sales Cloud, and wanted it implemented fast. They required rapid deployment in a matter of weeks, not months or years, and minimal disruption to day-to-day business and sales activity. This was a challenge that we already had a solution for.

The Solution

A simplified version of SAP C/4HANA Sales Cloud was delivered in a seven-week timeframe.

This included home screen configuration, customer management, activity management, lead and opportunity management, reporting, dashboards and integration with Microsoft Outlook.

Customization was also undertaken to allow ABPmer to track business specific KPIs. Finally, administrator training, report training and key user training were also provided.

How?

The initial scoping sessions took place in the first week of the project at ABPmer offices in Southampton. The week began with demos and system walk-throughs to familiarize ABPmer with the system's full capabilities and terminology.

The remainder of the week was spent in more in-depth sessions to allow us to identify the right configuration for ABPmer. After defining the right configuration, the emphasis was on rapid deployment (a 6-week build) and so, communication was key. We built a detailed delivery program that included regular progress meetings. We also used Microsoft Teams for easier collaboration - to share key documents including testing results and snagging lists.

"It was an intense first week, working out how we wanted it to work, to customize it for our business. But this was a really important step to ensure user buy-in that Mindtree guided us through. Using ABPmer terms and tailoring field use was something we didn't imagine we could do and really helped the onboarding"

– Tracey Hewett, Marketing and Sales Manager, ABPmer

Why Mindtree?

Mindtree's SAP capabilities and expertise, and the importance given to client relationship played a key role in ABPmer choosing us and in the success of the project.

"Right from the start, we were really impressed with Mindtree's approach to building a client relationship and how they handled us and how they worked with SAP to deliver. They really held my hand through the process.

Mindtree was also in a position to deliver when we wanted it, so that's why we went with them. Others didn't appear interested or just weren't agile enough to deliver the solution in the timeframe we required.

It was just a really nice, comfortable relationship that we were building, so I had a lot of trust in Mindtree before the kick-off date. Michael, our dedicated SAP C/4HANA consultant, was great. He was on hand whenever we needed him – emails, video calls, you name it we could reach him when we needed assistance".

– Tracey Hewett, Marketing and Sales Manager, ABPmer.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 300+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 18 countries and over 40 offices across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."