



BRAUNSCHWEIG IT AND KASTO

INTEGRATING SUPPORT FOR SAP®

SOFTWARE AND PARTNER SOLUTIONS

QUICK FACTS

Customers

Braunschweig IT GmbH
Öffentliche Versicherung Braunschweig
Braunschweig, Germany
www.braunschweig-it.de
Industry – Insurance

KASTO Maschinenbau GmbH & Co. KG
Achern, Germany
www.kasto.de
Industry – Engineering, construction,
and operations

SAP® Solutions and Services

SAP® Service Marketplace extranet
with support channel integration via the
SAP Solution Manager application
management solution, backed by SAP
Enterprise Support services and help
from an SAP Integration and
Certification Center location

Partner

xft GmbH
Walldorf, Germany
www.xft.de

Key Challenges

- Separate support messages for add-on and SAP® software
- No centralized way to document support messages
- Extra manual work for reporting incidents
- Inefficient tracking of support status
- No end-to-end support functionality for partners

Ecosystem Engagement Highlights

- Joint support for SAP software and that of the software solution partner
- Single automated support channel
- Reduction in manual tasks required for support
- Support integration in SAP Service Marketplace extranet

Ecosystem Components Engaged

- Support integration via SAP Solution Manager application management solution
- Support interface through SAP Service Marketplace
- Integration managed by SAP Enterprise Support services
- Global support backbone provided by SAP
- SAP Integration and Certification Center location

Benefits

- Centralized software support processes
- Enabled remote connection for partner
- Increased customer satisfaction
- Improved efficiency of software support
- Facilitated knowledge transfer to customers
- Reduced level of manual tasks required
- Enabled partner to redeploy resources
- Offered certification for support interface

Lessons Learned

- Integrated support saves time
- Visibility improves with integrated support
- Efficiency improves with integrated support

Next Steps

- Use support integration for new software solutions
- Source future add-ons from SAP partners



SAP Ecosystem in Action Success Story
Insurance
Engineering, Construction, and Operations



Even the most loyal and committed SAP customers sometimes need add-on software from third-party vendors or partners. To address this, SAP provides technical assistance to integrate third-party and SAP® solutions. But to manage support, customers still had to deal with separate entities – in the past. SAP now offers support integration for third-party and SAP software solutions. While SAP and its partners can gain benefits, it's the customer that wins at the end of the day.

When processes demand customization for highly specialized and software-intensive tasks, customers often require add-on software from third-party vendors and partners. SAP has had a certification program in place for some time to help ensure high-quality integration of partner offerings with SAP® software and enhance customer satisfaction. Now, SAP goes a step further for the comprehensive support of SAP and partner software.

Through an SAP Integration and Certification Center location, SAP introduced a support integration program for SAP software solution partners. The program is based on an ecosystem comprising SAP Enterprise Support services, the SAP Solution Manager application management solution, and the SAP Service Marketplace extranet. For SAP partners like the Walldorf, Germany-based xft GmbH, this means being able to offer customers the unique benefits of centralized product support. Torsten Fenske, CEO at xft, explains, "Instead of sending support messages to both xft and SAP, one click in SAP Service

Marketplace is all it takes for customers now. The level of support integration, backed by SAP Enterprise Support, offers partners like us substantial value, which we can pass on to customers."

Catering to Software-Intensive Customer Demands

Two of Fenske's initial customers to take advantage of centralized product support for xft add-on software are Braunschweig IT GmbH and KASTO Maschinenbau GmbH & Co. KG. To deal with the volumes of data they handle with SAP software, both Braunschweig IT and KASTO look to xft for documentation, records, and workflow management solutions.

Based in Braunschweig, Germany, Braunschweig IT is the in-house IT service provider for Öffentliche Versicherung Braunschweig, a regional insurance company. The company manages much of its paper-based processes with the help of SAP software. As one of the first insurance companies worldwide to implement almost all of the

applications in the SAP for Insurance solution portfolio, Öffentliche now offers fast and hassle-free customer service and is a leading provider in its regional market. As Frank Jesinghausen, Group Manager of IT and Competence Center for Office Communications at Braunschweig IT, says, "As far as the infrastructure of SAP products and the variety and complexity of integration of SAP and partner solutions are concerned, Braunschweig IT maintains a special position in the insurance industry. Based on the SAP Records Management application, we have built up our entire customer administration processes – everything from scanning in customer data to filing outbound mail and right up to batch processing." That amounts to some 130,000 scanned pages per month to be handled by automated data-entry processes.

KASTO, based in Achern, Germany, is in a similar position. The company has been using SAP software for almost 25 years to manage processes related to manufacturing saws and storage systems. With each software upgrade, KASTO has further automated and digitalized its business. Volker Wirth, IT and Customer Center of Expertise organization manager at KASTO, explains, "Our strategic advantage in the market depends on us having a paperless office with totally seamless processes, so we can pass on economies in our software landscape straight to our customers." Without the cumbersome, paper-based administration of processes, the transition KASTO has embarked on also brings with it more centralized and better-managed processes.



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Frank Jesinghausen, Group Manager IT and Competence Center Office Communications, Braunschweig IT GmbH

“The current challenge is to streamline our customer relationship management by linking processes with opportunity management and reducing duplicate documents,” Wirth explains.

Boosting Performance with Partner Solutions

As add-ons to their SAP software, Braunschweig IT and KASTO both use xft queue manager – a control and integration component for documents, processes, and applications – and xft task manager, which enables records-based process management. KASTO also uses xft invoice manager for integrating all invoice verification processes into an invoice receipt journal in SAP software.

Despite a slight difference in configuration, both companies share one objective: to better support their SAP software and realize greater efficiency. Jesinghausen explains, “Our software landscape has to process between 3,000 and 5,000 incoming and outgoing documents per day, with overnight filings reaching 25,000 to 30,000 documents.”

At KASTO, xft solutions have helped the company to almost completely eliminate paper. “All of our customer records are digital. In the customer records, xft task manager helps display machine records and project records processes. And our presales management is currently in the process of being stored as a single file,” Wirth says. “xft task manager therefore acts as a core technology for our entire records software.”

Streamlining Support with SAP Service Marketplace

Until recently, both KASTO and Braunschweig IT had to support and maintain xft and SAP solutions separately. Despite interfaces between SAP and partner products, customers had to send support messages either to SAP or to xft. For each support message, the companies had to determine which solution was actually involved. For example, if the support message was sent to SAP but the answer lay with xft,

Service Marketplace – regardless of which solution caused the incident. If the customer knows the root cause of the problem, the support message is automatically forwarded to the appropriate contact either at xft or SAP. If the customer does not know the cause and an SAP expert identifies it as a problem stemming from xft software, the support message is forwarded to SAP Solution Manager at xft. Once xft receives the message, its support personnel can use the support ecosystem provided by SAP to resolve the problem remotely.

“This form of support approach actually gives customers a type of seal of approval. The term ‘SAP software solution partner’ now actually carries weight for us.”

Volker Wirth, IT and Customer Center of Expertise Organization Manager, KASTO Maschinenbau GmbH & Co. KG

employees would have to begin the process again by sending the same message to xft. It was therefore a welcome change when SAP started offering SAP Enterprise Support services to partners like xft to channel support inquiries through SAP Service Marketplace and SAP Solution Manager. Effectively, this reduced support portals from two points to a single point of entry.

“Since the introduction of this functionality in SAP Solution Manager, xft has been able to offer its customers with SAP software an extension to the support option provided by xft,” says Fenske. This means customers first forward incident reports through SAP

“Support integration makes it a lot more efficient to maintain the customer software landscape,” Fenske continues. “By reducing the support interface to a single point of entry, we can integrate support cycles and improve the processing of support messages. Thanks to SAP Solution Manager, documentation is now totally centralized and automated. Additionally, we now have improved remote connection functionality with our customer software environments, allowing us to provide the same high level of end-to-end software support consistent with SAP service.”

Gaining Knowledge and Saving Time

"Customers now gain invaluable insight into their infrastructure," Fenske says. "They have full visibility of the status of the support message and where the problem really lies. While they can rest assured that the incidents are being dealt with, they also benefit from the knowledge transfer. And that's without any extra form of training."

The single centralized support channel via SAP Service Marketplace also helps customers save time. "We have a lot more control," Jesinghausen says. "Previously, support messages were logged by phone or e-mail without overall visibility. With the integrated support from SAP and its partners, all of our employees have a single interface to search and manage their support queries. This speeds things up considerably."

Ensuring Reliability for the Future

For KASTO, automation of support has enabled better oversight. Wirth explains, "Finding answers used to involve a lot of searching: either looking for directions in the support portal for SAP software or calling consultants at xft. You would never know if the person

you were calling was actually responsible for the incident." With the integrated approach to support, KASTO no longer has to make that decision. Fenske confirms the customer view: "The beauty of the unified structure provided by xft and SAP is that customers needn't even notice a change in the process. The questions go in and answers come out of one single infrastructure." Jesinghausen says, "There definitely is a lot more peace of mind in using products that are well integrated in the one SAP maintenance support cycle."

Going forward, both KASTO and Braunschweig IT now consider support integration as part of a long-term software implementation strategy. Jesinghausen points out, "Of course, we will take a closer look at whether third-party partner products require their own support channels or whether they can be integrated with SAP Service Marketplace. It will definitely make a difference in the future." Wirth says, "In essence, this form of support approach actually gives customers a type of seal of approval. The term 'SAP software solution partner' now actually carries weight for us."



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