

CASE STUDY: Using SAP CRM as transactional processing solution



“Oxygen engaged with our business right from the start to gain a complete understanding and ownership of the project. We now have a solution that is flexible, extendable and can be supported in-house.”

Stuart Cran, Information Systems
Development Manager, AWB.

LANDMARK BREAKS NEW GROUND WITH CRM LIVESTOCK BILLING SOLUTION

An innovative implementation of SAP's CRM solution, by Oxygen Business Solutions, has significantly improved the quality and speed of sales information that Australian company, Landmark, provides customers. Uniquely, Oxygen configured the CRM solution as a sales processing tool to reduce risk and increase control over billing procedures.

Landmark's livestock sales transactions were dependent on a decade-old bespoke system that had functional limitations and was becoming increasingly difficult to support. A wide variety of billing outputs were in use due to a lack of common system processes across the organisation.

Oxygen's implementation successfully replicated existing sales procedures and extended billing functionality. Landmark can now produce not only an invoice for the buyer, but remittance advice for the vendor that includes discounts and commissions, as well as detailing any fees imposed by third parties for things such as yardage, transportation and droving.

The implementation of common business processes has reduced administrative headaches and greatly reduced sales processing time. Customers benefit from improved invoice documentation.

Oxygen has incorporated flexibility without compromising control. Built in price tolerances give users the choice to determine the way standard fees and charges can be applied, and the consistent deployment of a standard system across all 125 branches has allowed Landmark to benefit from vastly improved security and improved livestock information.

“Oxygen built in flexibility to accommodate any future changes to the business and sufficient control to allow for implementation of common processes across all branches.”

Stuart Cran, Information Systems Development Manager, AWB

THE BUSINESS CHALLENGE

- Remove business and security risk inherent in current application.
- Create ability to meet new business initiatives in a timely fashion.
- Standardise sales procedures and gain reliable, comprehensive information.

THE OXYGEN SOLUTION

- A unique implementation using SAP's CRM solution as a sales processing tool to replace all billing functionality of previous bespoke solution.
- Oxygen created flexibility to accommodate any future business or regulatory changes that needed to be reflected in the billing system.
- Oxygen provided sufficient system controls to prevent duplicate billing and allow for the implementation of common processes across all branches.
- Deployment across 125 branch offices was managed using SAP's people centric user interface, specifically tailored so the sales force could easily access and use the SAP CRM applications.

- Improved formatting of invoices and account sales documentation delivered as a 'quick win' without affecting project scope.
- An efficient and cost effective approach to user training involving State Support Officers and key Landmark users in each state, to help perform integration and user acceptance testing.

RETURN ON INVESTMENT

- Sales processing time reduced vastly – from hours to minutes.
- Delivered on strategic goals of growing the lead in rural services to primary products, strengthening organisation capability and performance, and developing world class business management processes.
- A fully supported, maintainable solution has allowed Landmark to eliminate risk and maintain competitive edge.
- Landmark has the ability to more fully comply with audit requirements and adapt to business or regulatory change.

CUSTOMER PROFILE

ANNUAL REVENUE: AUS\$1,682 million

BUSINESS PROFILE: Landmark, a subsidiary company of AWB, is Australia's largest supplier of agribusiness products and services and one of the largest livestock handlers in the world. It operates from 430 outlets located throughout Australia, 230 being company-owned, the balance being owned and operated by franchises, agents and affiliate members.

Landmark handles around 20 percent of livestock trading in Australia and provides primary producers with a complete range of business services and inputs – rural merchandise and fertiliser, agronomy services, livestock and wool marketing services, insurance, real estate marketing services and financial products.