



The Oxygen Story

Founded in 2001, Oxygen Business Solutions is the leading specialist SAP consulting and services company across Australia and New Zealand, measured by the number of specialist SAP consultants and SAP certified team members.

Oxygen's growth and market momentum are the result of a company culture which values and rewards customer responsiveness as much as business and technical excellence.

Our culture drives the achievements of which we are most proud – such as our strong customer references, our low staff turnover, and our long track record of successful projects.

Oxygen's mission is to liberate customers from the complexity of their SAP systems so they can do business in a way that is streamlined, concentrated, optimised and focused.



Oxygen @ Work – SAP CRM capabilities

Many organisations who have tried to implement a strategic CRM initiative in the last couple of years have had mixed success. Others have been sitting on the sidelines in order to see when it is the right time to act.

Whichever camp you belong to, now is the right time to leverage your existing investment in SAP and make your business truly customer-centric.

With its new version of CRM, SAP finally has eliminated the usability issues that have crippled its user adoption in the past. With its new, state-of-the-art WebUI, SAP has won praise from its existing customer base and industry analysts* alike.

Oxygen has gained extensive experience in CRM and has won the “Best CRM implementation of the year” award by SAP three times in recent years**.

Whether you want to re-invigorate your existing CRM solution through an upgrade, or you are just starting with your CRM strategy, Oxygen is the trusted SAP implementation partner to help you along the way.

Prior to embarking on your CRM project, Oxygen works with you to build a business case, and establish a CRM strategy and road map. Oxygen maintains a portfolio of tools and accelerators that allow us to quickly evaluate any potential problems, identify risks areas and uncover dependencies – helping to accelerate implementations and reduce cost.

Once the CRM road map has been identified, Oxygen will identify with you the most suitable implementation offer. This might be Oxygen's upgrade service to CRM2007, a fixed price accelerated implementation, or a phased implementation.



Oxygen CRM Reference Implementations**

Visy

Oxygen's CRM 2006 s2 implementation simplified the entire credit collection process at Visy. The solution, based on SAP CRM opportunity and activity management, replaced a paper-based money collection process. Collection Service Representatives now have a tool to plan all collection activities and managers have visibility of all tasks performed by each person – providing total transparency across all interactions with the customer.

SCA Hygiene Australasia

Oxygen was tasked by SCA HA, the leading hygiene products to extend its existing CRM implementation to create a centralised depository for all customer enquiry and complaint information. The new customer interaction centre (CRM 4.0) allows call centre operators to execute all tasks associated with customer enquiries, including complaints, product issues including escalations, credit requests, sales orders, suggestions and compliments.

This implementation won Best SAP CRM Implementation 2006 at the SAP Excellence Awards.

Landmark

Landmark's livestock sales transactions were dependent on a decade-old bespoke system that had functional limitations and was becoming increasingly difficult to support. Oxygen replaced the bespoke system by implementing CRM 5.0 with sales order management, billing, customer and account management, and integration into R/3. The new solution was rolled out to all 125 branches across Australia utilizing the People Centric User Interface.

This implementation won Best SAP CRM Implementation 2005 at the SAP Excellence Awards.

Carter Holt Harvey Tissue

Oxygen implemented on time and on budget a CRM 3.1 mobile sales force automation solution that revolutionised CHH's sales processes. Sales representatives now capture all customer and competitor data in the new CRM system, as well account and opportunity plans. Competitor pricing, competitor products and general market analysis data is now available to sales representatives before every customer visit and shared across teams.

This implementation won Best SAP CRM Implementation 2003 at the SAP Excellence Awards.

Oxygen CRM2007 Implementation Offers

Upgrade:

Using a proven approach Oxygen will establish a time frame, identify dependencies, and define the needed resources to complete the upgrade project to CRM2007.

Standard Implementation:

Oxygen will run your entire CRM project, from discovery over blueprinting through to implementation and support. The implementation approach will be determined after the initial discovery and scoping phase.

Fixed price accelerated Implementation: Based on the SAP Best Practices package for CRM, the offering provides a fast-tracked implementation based on pre-tested, pre-configured scenarios that support a clearly defined scope of business processes relevant to your customer relations.

*What the Analysts are saying:

AMR Research ("SAP CRM 2007: Worth the Wait?", 13.12.2007, by Robert Bois)

"What became abundantly clear is that you can throw out all your old notions of the clunky CRM UI. The new screens are much more intuitive, with critical information presented all in one place, requiring fewer mouse clicks and ultimately less training. Any SAP customers intending to implement or upgrade any time in the next 12 to 18 months should look no further than CRM 2007. Usability, particularly for the sales audience, has been dramatically improved and should result in much higher success rates. While continued improvements to the UI can be expected in subsequent releases, this is likely the biggest step change we will see for a long time."

Gartner ("New SAP CRM Release Has New User Interface and Capabilities", 17.12.2007, by Ed Thompson, Robert P. Desisto, Kimberly Collins, Michael Maoz, Marjorie Lee Buckmaster)

"SAP CRM customers that have piloted, trialed or had limited success with SAP CRM v.2, v.3 and v.4, should request a demonstration of the new version."

"SAP R/3 and ERP users that have not had time and resources to adopt SAP CRM should consider the new version owing to its acceptability by end users but more because of its improved speed and ease of deployment and integration with"