

**CASE STUDY:** SAP CRM at SCA Hygiene Australasia – Away From Home



“Our implementation of SAP CRM Server 3.1 and Mobile Sales has been extremely successful. Implementation went smoothly and was completed on time and within budget. User acceptance has been very strong.”

Gerard Guinane, IS Manager, SCA Hygiene.

## SAP CRM project supports major growth for SCA Hygiene Australasia

**A focused business strategy – supported by a model SAP CRM implementation by Oxygen Business Solutions – is delivering major growth in sales and profitability for SCA Hygiene Australasia’s Away From Home division, Australia and New Zealand’s largest supplier of napkins, serviettes, paper cups and plates.**

SCA Hygiene Australasia, once the Tissue division of Carter Holt Harvey and Sancella, operates in three channels; Grocery, Away From Home and Institutional Care. The Away From Home division (AFH), formerly Experko, focuses on supporting the Distributor network servicing customers in Commercial, Industrial, Catering, Hospitality and other “out of home” markets.

A previous CRM project had resulted in SCA Hygiene AFH sales staff reverting to hard copy and personal file-based recording of key customer information. Information of strategic value could not be leveraged throughout the organisation. At the same time, SCA Hygiene was targeting potential

cost savings and business improvements of \$A4.5 million. This required a new sales structure, strategy and processes which could only be implemented with the support of appropriate enabling CRM technology. SCA Hygiene developed a classical project scope, clearly identifying requirements in the areas of Business Requirements, Business Partners, Temporal Scope, Organisational Scope, Systems and Technology, and Deliverables. SCA Hygiene appointed Oxygen as its implementation partner, with a three month timeframe with a budget of just \$A400,000.

Oxygen delivered the project on time and within budget, meeting all objectives – and winning SAP’s best CRM implementation award for the New Zealand region.

SCA Hygiene now has a CRM platform, that leverages the existing SAP environment – well accepted by users – on which it can continue to develop the capabilities within the SAP product set, according to a timeframe suited to its business needs and opportunities, both within the AFH division but also across the other channels as well.

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## The Business Challenge

- Longer-term, SCA Hygiene AFH was targeting potential cost savings and business improvements of \$A4.5 million. The new strategies and processes developed to meet these targets could only be achieved with the support of a modern CRM system.
- Short term, a previous CRM project had resulted in SCA Hygiene sales staff reverting to hard copy and personal file-based recording of key customer information. Information of strategic value could thus not be leveraged throughout the organisation.

## The Oxygen Solution

- SAP CRM 3.1 Server and Mobile Sales implementation, with a budget of three months and \$A400,000.
- Provision of a centralised system for managing all market contacts; providing the platform for business reporting.
- Repository for capturing market intelligence such as competitor pricing and products.
- Platform for lifting sales force effectiveness.

- Oxygen adapted SAP's ASAP implementation methodology to establish project stages covering business blueprint, realisation (building the system), final preparation (ensuring blueprint is reflected in the system), testing, data loads and training, and Go Live and support.

## Return on Investment

- Realisation of SCA Hygiene's AFH improvement in ROI of \$A4.5 million is now underway.
- SCA Hygiene has a much greater view of its entire market opportunity, and highly reliable data and a robust methodology for taking advantage of those opportunities.
- SCA Hygiene can continue to develop the capabilities within the SAP product set according to a timeframe suited to its business needs and opportunities.

**“The project has met all of its objectives, within time and cost.”**

Gerard Guinane, IS Manager, SCA Hygiene.

## Customer Profile:

*SCA Hygiene Australasia  
– Away From Home*

**Annual Revenue:** \$A155 million

**Business Profile:** SCA Hygiene Australasia, part of the Swedish based global Svenska Cellulose Aktiebolaget business group, is a market leader in both Grocery and non Grocery channels in Australia and New Zealand. The Away From Home division supports major non Grocery channels (Hospitality, Commercial, Medical, Industrial, and Accommodation) with its range of tableware and washroom products under the Hygenex and Deeko brands.

SCA Hygiene Australasia's Away From Home division employs more than 250 staff at eight main locations throughout Australia and New Zealand.

**Key IT Suppliers:** IBM, Microsoft, SAP, Oxygen.

**ERP System:** SAP R3, BW, SAP CRM 3.1 Server and Mobile Sales.

**Number of Screens:** 90