

Consumer Products



Braun

Quote

Claus P. Michels, project manager at Braun's SAP competence center:

"We very quickly opted for TOPCALL, because this company was the only one that was able to provide impressive references and SAP certificates right from its first installation of SAP software."

"The excellent collaboration with external partners, including TOPCALL, played a major role in the successful completion of this project," says Jürgen Frick, head of the SAP competence centre. "Without the help of partners such as TOPCALL we would not have been able to complete the project on-time."

Braun is a household electronics giant and sells more than 200 types of household products globally.

Challenge

When Braun decided to carry out a thorough analysis of their business processes, the company concluded that they needed was a complete, integrated solution for their corporate messaging, in order to optimise communication with customers, suppliers and staff. The same analysis led Braun to opt for an IT infrastructure by SAP, which provides a complete Enterprise Resource Management-solution throughout its business.

Solution

In order to optimise the functionality of both systems and attain the most efficient business processes, the TOPCALL solution was coupled with the SAP product, providing Braun with a fully integrated IT infrastructure. Thanks to the re-engineering of both their general business processes and their communication processes, Braun is now able to leverage the powerful capabilities of the SAP R/3 system by ensuring that messages are exchanged quickly and flawlessly. For this purpose, TOPCALL supplied Braun with communication server, which direct faxes and electronic messages smoothly to the SAP R/3 system. This would enable the communications with customers, external service companies and suppliers to be carried out more efficiently and, more importantly, directly from within the SAP environment. After in-depth market research Braun concluded that the only supplier that met its requirements was TOPCALL.

With the help of external partners HP, SAP and TOPCALL, Braun succeeded in developing a tailor-made new IT infrastructure, with SAP R/3, HP-Unix, LAN/WAN, local Novell servers and EDI connections as the building blocks. Another reason for choosing TOPCALL was its broad functionality. TOPCALL's SAP connection module TC/LINK-SC enables users of R/3 to use the full range of functions the TOPCALL system offers directly from the user interface of SAP.

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"We were very surprised and pleased to see that the support of eastern European notations through the TOPCALL server went smoothly and easily," says Mr. Michels.

Mr. Michels: "We are very satisfied with the TOPCALL solution. It enables the exchange with electronic messaging systems and also provides our staff with the tools to work considerably more efficiently, right from behind their desks. The TOPCALL system has led to reduced waiting times and has allowed us to significantly cut costs."

Result

Due to the close integration between TOPCALL's messaging system and SAP, the user is given clearly organised status information on the sent messages in the SAP office environment. Braun likes the user-friendliness of the system, which allows automatic redialing of engaged fax numbers. What's more, they can assign certain recipients an alternative number, resulting in a substantial decrease in the number of steps that have to be carried out in order to send a fax. All this means that Braun communicates more effectively and at lower costs.

Braun uses PCL/5 as the format for printing and faxing. Consequently, users only have to carry out a few adjustments if they wish to supply documents with a standard layout. Logos are stored as graphic elements. These, including unusual symbols, can be transferred on forms from the SAP environment to fax messages. As Braun also supplies products to the eastern-European market, it was necessary for the TOPCALL system to also send eastern-European notations. The interchanging of these required code tables is no straightforward matter and the integration with the standard SAP infrastructure poses some significant challenges.

The implementation of the TOPCALL Communication Server ONE has resulted in fax messages being used more frequently, for example for the confirmation of orders. Within a few short minutes, customers now receive a notification from the SAP environment telling them that their order has been received and processed. Employees are able to send a mailing list for external goods storage from their desks with a few simple commands. In all, approximately 1.000 employees all over the world make use of the new possibilities that the TOPCALL system provides them with.

In order to be able to monitor the state of their business system and the individual production processes, Braun has also decided to install the TC/MON module. Due to the open architecture of the TOPCALL system, Braun is able to respond quickly and efficiently to any future developments.