

mail for mySAP.com™ Business Suite in use for energy provider

GISA®

HIGHEST DATA QUALITY IN SOPHISTICATED SAP® ENVIRONMENT

Since its founding in 1993 as an outsourced IT service provider for *Mitteldeutsche Energieversorgung AG* (MEAG, now *enviaM*), *Stadtwerke Halle*, *Erdgas Westsachsen GmbH* and *Gasversorgung Sachsen-Anhalt GmbH* (now MITGAS), GISA GmbH has developed into a modern IT service provider with a strong customer orientation and focus on system integration. Today, in addition to providing strategic advice for customers from the energy sector, GISA also manages complex IT projects in other fields – such as the media, telecommunications and the public sector. Within the scope of these projects, GISA's role is not as a developer but rather as a one-stop provider, relying on competent third parties for special tasks in order to provide perfectly customized solutions for its customers. Against this background, Uniserv GmbH was GISA's first choice in the duplicate checking field to build up and implement an SAP® based system for MITGAS GmbH.

The introduction of the new SAP®-based system under the direction of GISA was necessary to make MITGAS GmbH fit for the tougher conditions of the liberalized energy supply market. Three software programs were implemented at the same time: IS-U 4.64 (Industry Solutions Utilities) in the environment of SAP® R/3®, mySAP™ CRM 3.1 (Customer Relationship Management) and BW 3.0B (Business Warehouse). For the first time, the introduction took place as complete integration - all objects which are provided for on the SAP® side are also replicated. ►

GISA®



Processes that IS-U offers are executed in the CRM system as well. For instance, sales processes that are represented in the CRM system, such as entering a data record for a new customer or a change of product, are replicated on the IS-U side. „That’s why we were seeking a solution for address management that would work both from the CRM side and the IS-U side,“ recalled Jürgen Klaus, manager of IT solutions at GISA GmbH. He added, „That was our proposed goal, so that no duplicates of business partners could enter into the system through the back door.“ Accordingly, the project managers devoted a great deal of time to the duplicate issue.



Jürgen Klaus, manager of IT solutions at GISA GmbH: „With Uniserv, we achieve our goal of not allowing any new duplicates of business partners to enter into the system!“



Dr. Wolfgang Michaelis, project manager of GISA GmbH: „On the basis of our positive experience, we would definitely recommend Uniserv for projects in which the key focus is on the functionalities needed to ensure data quality!“

Sought and found: high-performance software

Before considering a third-party software, the specialists working with Jürgen Klaus in the IT solutions department investigated what the standard version of IS-U/SAP® R/3® has to offer to prevent duplicate address records of business partners from occurring. „The existing one-to-one identity search was not viable for our purposes. With it, a great many duplicates would not have been found, and that would not have been in line with our high demands for quality,“ Dr. Wolfgang Michaelis, project manager of MITGAS at GISA GmbH, pointed out. „While researching in the SAP® implementation guide we came across Uniserv and paricon and contacted them immediately!“ We moved forward very quickly in making the decision to use the duplicate checking system *mail* for mySAP™ Business Suite within the framework of the MITGAS project on IS-U and

mySAP™ CRM at the business partner level. All demands that the GISA specialists made on the software were entirely fulfilled. An initial great benefit of *mail* for mySAP™ Business Suite was the SAP®-certified integration. Moreover, we were quick to work it out so that the duplicate check not only functions in mySAP™ CRM but also in the IS-U environment without any problems. With the error-tolerant search, the fuzzy search tools and the possibility of online use, all the desired applications in the business partner area could be covered. In addition, both the capacity and performance of the software were convincing from the very beginning. It was also important for Dr. Michaelis as project manager to have found in Uniserv a business partner which, based on its background, has the relevant expertise in handling large address databases.

Perfect integration

After selecting the software for the duplicate check for the business partner segment, the introduction of the software was then scheduled to take half a year altogether. During this time period all products were implemented one after the other, first tested in a test run and then expanded and rolled out for the entire project. *mail* for mySAP™ Business Suite was installed on IS-U with Sun Solaris as well as on mySAP™ CRM with Windows 2000 with separate index pools. Before putting the product into operation there were direct circuits to Uniserv and paricon as back-up. Using the experience gained from the tests and with the support of Uniserv and paricon, a just-in-time start was implemented within only two days. We at GISA can attest to the ex-

cellent know-how of both Uniserv and paricon: „Our experience with our colleagues from Pforzheim and Rosenheim was very good. They were extremely dedicated and conscientious, and everything was completed quickly. Even on the weekend we had remote support when necessary, which saved us a lot of time and money as well. Everything went optimally, just as we had expected,“ Jürgen Klaus said in praise of the collaboration.

Cleansed database and comfortable system

Prior to going live and to the data migration into the new system, the duplicates were marked in a first step within the business partner database and automatically cleansed during the migration. Due to this cleansing, practically all duplicates could be identified and removed. *mail* for mySAP™ Business Suite is responsible for maintaining the database in this quality – to the greatest extent duplicate free. Data records for approximately 20,000 to 30,000 business partners were no longer created, because they were identified as duplicates. „With reference to the total of 200,000 business partners, about one-tenth were not exported into the new system, which surprised us quite a bit,“ Dr. Michaelis, who is project manager, said in his analysis. Based on this thorough cleansing of duplicates, GISA was then able to introduce the unified business partner principle at MITGAS as a key element. Customers exist only once in the system and now receive mailings or letters just one time – a tremendous competitive advantage, generating a positive perception of the company from the point of view of the busi-



Katja Höhne, CRM team leader at GISA GmbH: „With Uniserv, MITGAS can select its target groups much more precisely – a decisive advantage for managing campaigns!“

ness partners and at the same time reducing dialog costs. „Uniserv has thus completely fulfilled all of its obligations, namely providing comfortable support of the business partners with respect to the duplicate check and the fuzzy search,“ Dr. Michaelis said in summary.

After completing the first step, all associated objects – places such as buildings or building sites where the clients' consumption sites and installations are located – were exported into the system. For the duplicate cleansing here, the standard options of SAP® were sufficient.

Both the business partners as well as the associated objects are handled as master data both in IS-U as well as in mySAP™ CRM and are replicated in both directions - IS-U and CRM. The software is constantly on the lookout to ensure that absolutely no new duplicates are created. This reduction in duplicates, achieved with Uniserv and the standard tools in SAP®, has led to considerable cost savings, because for instance a business partner „exists in the system only once and not five times,“ said Katja Höhne, CRM team leader at

GISA GmbH. Performance and stability are very good as well. „It is not visible that Uniserv's duplicate check is running in the background Everything runs in real time, the users can make decisions immediately – without delays“, added Dr. Wolfgang Michaelis. Accordingly, the acceptance and the availability of the system are very high. The user does not notice whether he or she is working on IS-U or mySAP™ CRM. However, he or she can be sure that no new duplicates are being created. ▶

Background information about



Since 1997 everything at paricon has revolved around the introduction and operation of SAP® software with a special focus on the topic of interfaces to old and foreign systems. paricon AG currently has access to a staff of 30 consultants. The main clients are providers of financial services. paricon is Development Partner of SAP® in the field of address validation and covers an extensive consulting and solution catalog. Further information is available at www.paricon-group.de.

Positive experience in mySAP™ CRM

Within mySAP™ CRM, all movements in customer relationships – even automated ones – are consistently protocolled. Every day approximately 200 to 300 changes are made in the data of the business partners, and data records for 100 new business partners are entered – all this without creating any new duplicates. This well-maintained database serves as the basis for the direct marketing activities of MITGAS GmbH, „with tremendous advantages for our

campaign management,“ team leader Katja Höhne said in summary. „Now we have an excellent database for making an exact selection of the target group. Searching for customers in the database is much easier than it used to be, too. As a further example, in SAP® IS-U/BW we can select customers for a rate change with extreme accuracy!“ Every year we send out three to four mailings varying in size about different topics.

Positive summary

The redundancy-free and duplicate-free database, which has been available across all systems to MITGAS since the introduction of *mail* for mySAP™ Business Suite, leaves no wishes unfulfilled, as Dr. Wolfgang Michaelis said in conclusion: „MITGAS can now access the functionalities which are exactly needed to provide for trouble-free processing in address management and to ensure data quality. Due to our excellent experience with *mail* for mySAP™ Business Suite, we would recommend Uniserv any time again for other projects which require similar functionalities.“ ■

Background information about GISA®

GISA brings together what belongs together: strategic management consulting, complete introduction projects and secure permanent operation of complex software and hardware systems. GISA originated as an energy provider, but since the company's founding in 1993, this subsidiary of enviaM has also been providing services with great success to other branches such as the public sector, municipalities, the chemical industry, telecommunications and the media. Besides the operation of a data processing center with hosting services and user support, the three

business segments of the company, especially in the SAP® environment, include the project business for creating complex IT solutions as well as user support for large applications, including a helpdesk and a hotline. 270 employees currently work at the headquarters in Halle, at the locations in Chemnitz, Cottbus and Markkleeberg and at the sales offices in Hamburg and Frankfurt/Main. Further information is available at <http://www.gisa.de>.

Uniserv, Pforzheim



- Founded 1969
- Leading provider of address management software
- Product portfolio – international, Web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micro-marketing, geo-coding
- Benefit: ability to optimally address customers on the basis of validated address information

Additional information

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Integration into the SAP® solution environment made by Uniserv

Uniserv cooperates in the SAP® solution environment with the SAP® partner paricon headquartered in Rosenheim. Within the framework of this cooperation, Uniserv provides the address management functionality, whereas paricon attends to the integration of Uniserv solutions into SAP® R/3® or mySAP™ CRM systems.

SAP® Certified Integration with SAP NetWeaver®

For SAP® R/3® 4.6b or higher, a turnkey, SAP® certified integration solution is available for postal validation (post for mySAP™ Business Suite) and duplicate checking and error-tolerant search (mail for mySAP™ Business Suite). Due to the unchanged interface, both solutions can be used under SAP® R/3® Enterprise 4.7 and mySAP™ CRM. Integration into UNICODE systems is possible as well. The address management servers and the gateways connecting to the SAP® system run on Windows NT/2000/XP as well as on the relevant Unix derivatives ranging from PC to mainframe (Linux for 64-Bit zSeries).

In addition to the turnkey solution, Uniserv and paricon offer the Developer Communicator for SAP® R/3® 3.0d or higher. With it, own developments and individually customized processes can be realized. Uniserv also provides additional functions for initial data transfer into SAP® and for periodic updating. Customer address geocoding for micromarketing tasks is also possible. More information is available on the Internet at www.uniserv.com/sap.



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