



## SPERIAN PROTECTION

### SPEEDING THE DELIVERY OF COMPANY-WIDE INFORMATION

#### QUICK FACTS

##### Industry

Consumer products – apparel and footwear

##### Revenue

€800 million

##### Employees

5,500

##### Headquarters

Roissy, France

##### Web Site

[www.sperianprotection.com](http://www.sperianprotection.com)

##### SAP® Solutions and Services

SAP® BusinessObjects™ Enterprise software, SAP BusinessObjects Web Intelligence® software, Crystal Reports® software

##### Implementation Partner

Corporate Technologies Inc.

#### Key Challenges

- Provide a single, integrated, consistent source of company information
- Simplify company-wide reporting processes
- Provide better, more timely information to key business decision makers
- Speed delivery of reports to sales force and distributor network
- Improve supply chain and logistics visibility
- Reduce sales force turnover

#### Implementation Best Practices

- Engaged highly skilled systems integrator
- Went live in United States first, then demonstrated solution's power to build enthusiasm in Europe

#### Financial and Strategic Benefits

- Increased customer intimacy and satisfaction
- Delivered key information to decision makers more quickly
- Improved delivery of information to sales force and distributors
- Implemented portal for providing audit trails for adjustments to commissions and quotas
- Reduced sales-force turnover
- Improved sales planning and forecasting
- Provided visibility into supply chain and logistics metrics
- Strengthened inventory planning

#### Why SAP Was Selected

- Ease of report generation
- Relational online analytical processing-based software
- Intuitive user interface
- Web-based drag-and-drop functionality
- Ability to handle complex calculations
- Opportunity to leverage reporting with SAP® BusinessObjects™ Web Intelligence® software or Crystal Reports® software

#### Low Total Cost of Ownership

- Provided powerful report-generation tools to minimize burden on IT
- Reduced resource consumption in the SAP software environment by moving data processing and analytic reporting into SAP BusinessObjects solutions
- Used virtualization software to save resources
- Developed internal IT expertise to reduce contractor expense

Sperian Protection SA is a global supplier of personal protective equipment. Before employing business intelligence technology, Sperian incurred lengthy delays in publishing business-wide reports. Salespeople and distributors waited a month or more for commission and quota performance statements, and logistics plans were made with outdated data. By adopting SAP® solutions, Sperian made profound improvements in these areas and more – heightening customer satisfaction.

#### Operational Benefits

Key Performance Indicator	Impact
Time to deliver quota/commission reports to sales	-50%
Time to deliver reports to distributors	From quarterly to daily
Number of reporting systems in use	Replaced 3 legacy systems to provide 1 consistent data source

“SAP BusinessObjects software helped us produce more timely information and provide detailed analytics that were not previously available – increasing operational efficiencies and customer satisfaction.”

Shawn Herrin, Vice President of Global Business Intelligence, Sperian Protection SA

[www.sap.com/contactsap](http://www.sap.com/contactsap)

Sperian Protection SA is a world leader in the design, manufacture, and sales of personal protective equipment. The firm offers a complete range of head-to-toe equipment to protect people in places where they are at risk of injury.

In the past, Sperian had no comprehensive source of information about its worldwide business operations. Some areas used siloed business intelligence (BI) tools, while others relied on simple databases or spreadsheets. As a result, coalescing the data to generate overall company reports took a great deal of time and effort.

### Reporting Delays Impact the Entire Organization

This latency had serious impacts. Sales personnel had to wait 45 days after a quarter's end to learn where they stood on commissions and quota performance – leading to excessive turnover. The firm's thousands of distributors received reports that were a month late. Logistics planning also suffered; outdated sales forecasts and other old data were the only basis for supply chain management and inventory planning.

Inevitably these problems affected the most important stakeholders: Sperian's customers. In response, the CEO resolved to improve customer intimacy as one of the firm's top priorities. To achieve this goal, the firm began creating a data warehouse to serve as a single,

integrated, consistent information source and started a search for a strong BI solution to mine it.

### SAP® BusinessObjects™ Solutions Offer Intuitive User Interface

“We needed an application that people throughout the company would find inviting and straightforward, one they could use to generate reports quickly,” explains Shawn Herrin, vice president of global business intelligence for Sperian. “With an intuitive user interface and a relational online analytical processing-based approach that avoids the need for a compilation step, SAP BusinessObjects solutions were ideal.”

For help implementing the software and consulting on how best to use it, Sperian engaged Corporate Technologies Inc. The team began in the United States, where the solution was widely embraced by its users, and then took advantage of this enthusiastic reception to convince European operations to follow suit.

### Benefits for Every Stakeholder

Sperian has made improvements in all the problem areas by taking advantage of its new solution's ability to quickly generate comprehensive reports:

- Salespeople now can monitor their quota performance daily. They receive complete, accurate quarterly commission and quota reports the day after a quarter ends, not a month and a half later. These

and other improvements have boosted sales morale, and the firm expects to see turnover decline as a result.

- Distributors, once critical of the support they received from Sperian's IT infrastructure, also appreciate the difference. Sales representatives are able to provide distributors relevant reports immediately after a month's end instead of 30 days later.
- Sales managers receive accurate, timely reports on results and trends with real-time updates on changing information. SAP® BusinessObjects™ solutions also serve as the reporting tool for an application they use to reduce waste in the sales process.
- Logistics personnel now employ up-to-date sales forecasts to help in inventory planning. They also enjoy tools for aggregating demand information and making comparisons with actuals, and for tracking their performance over time – resulting in a tighter supply chain.
- Customers have seen the effects of improved information availability throughout Sperian, and therefore their satisfaction – the CEO's core value – is up.

Sperian has plans for taking further advantage of its new BI solution. Top priority: extend it to Asia/Pacific and make the data repository truly global.

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