



Tchibo/Eduscho: Maximum refinement of customer data with mySAP CRM.

Tchibo/Eduscho Österreich with headquarters in Vienna, is the Austrian market leader for roasted coffee and, with the Eduscho brand, has been the number one for over 15 years. The coffee company was formed in 1997 with Tchibo's takeover of Eduscho, although it had been successfully operating in Austria as Eduscho since 1969. The company today is a subsidiary of Tchibo Frisch-Röst-Kaffee GmbH from Hamburg in Germany, where in 1949 the name of Tchibo became known for freshness and quality in the coffee marketplace. The former German coffee shipping company has now become an international company which has consistently expanded its product range and sales channels and has made the leap to international success within just a few years. The initial focus was placed on Austria and Great Britain, and Tchibo Frisch-Röst-Kaffee GmbH became one of the leading international coffee suppliers at the start of the 1990s with its expansion into Central and Eastern Europe. Today, the coffee company is number one in Hungary, the Czech Republic and Austria. The company exports internationally, in addition to its

international presence, via subsidiaries, including companies in Poland, Slovakia, Russia and Great Britain.

Typical of Tchibo/Eduscho is the combination of coffee products, consumer goods and coffee bars: relax with a fresh cup of coffee, enjoy the aroma of the ground coffee and shop at the same time – this is the philosophy behind the Tchibo/Eduscho experience. In Austria, the supplier sells its products via five sales channels: its own retail stores, specialist trade, food outlets, mail order and the Internet. Offices, hotels and the restaurant sector are supplied separately by the Tchibo Cafe Service. Tchibo/Eduscho Österreich maintains around 160 retail stores including 125 under the Eduscho name and the remainder under Tchibo. The 1,300 employees produced a turnover of around 2.9 million Euro in 2000.

Industry	Retail
Application	SAP R/3 FI, CO, AM, SD, MM, HR, mySAP Retail und mySAP CRM
Software	OS/400® Microsoft® Windows NT® DB2® MQSeries® ITS
Hardware	IBM @server iSeries IBM @server xSeries

“iSeries and xSeries servers are ideal companions and provide the perfect, solid basis for our mySAP CRM solution.”

Wolfgang Fritz,
Head of Organization and IT,
Tchibo/Eduscho Österreich



Integrated call center solution required

Tchibo/Eduscho Österreich serves around 2000 stores each week, who place their orders by phone and fax. At the same time, the company dispatches 400 deliveries to its customers every day. Since 1999 a call center has also been used, although it had not been integrated into the company's internal SAP system. In the middle of 2000, the company management decided to replace this installation with a future-proof CRM solution. The choice was made in favor of mySAP CRM. It provides not only the ideal interface to the existing SAP system but also provides all the options of the B2B and e-procurement sectors, from the fully integrated call center solution through to electronic support for the mobile sales team. mySAP CRM with the Customer Interaction Center (CIC) covers all the business processes in the Tchibo/Eduscho Contact Center and offers all the options for combining telephone, fax, e-mail and regular mail.

mySAP CRM for improved customer service

The mySAP CRM/CIC solution was introduced within just three months, which meant that the company was able to use the new system in time for the 2000 Christmas period. The application quickly provides call center agents with all relevant information for order entry, such as customer data and account history, account status, balance, outlet type, etc. It also permits the processing of credit notes, delivered quantity issues and notifications of defective goods and deliveries. The system displays weekly offers for the customer profile, which the call center agent can then offer to the customer in a targeted way. For incoming calls, relevant customer information is displayed automatically for the agents. Fast search functions simplify the page call-up and order processing. The order is recorded via the mySAP CRM/CIC system and transferred to the SAP system for further processing. The system also creates a call list on a daily basis, therefore ensuring that customers are always contacted regularly.

Regular data exchanges with the SAP system are carried out directly by the 407 branch terminals via dial-up ISDN connections. After settlement, the data in the system is converted by mySAP

Retail Interchange and transferred via IBM MQSeries to the active system on the iSeries server where it is integrated overnight into the SAP applications as a batch job.

The coffee company has implemented two iSeries servers for managing its SAP data. One server is used as the production system, and the second for testing, quality assurance and as EURO test system. The DB2 database manages the entire customer inventory, all customer orders and the whole product catalogue in a database of around 200 GB in size. The back-up is carried out offline on a daily basis using an IBM Magstar® Tapelibrary 3590.

The mySAP CRM solution, running on a xSeries server under Windows NT, is connected via a central router/switch to the central SAP system, which runs on an iSeries server. In addition to the productive CRM system, a second xSeries server is being used for test purposes.

The connection to the telephone system is done through SAP Phone, the connection to the SAP GUI is done directly and ensures that the call center agents have all the relevant data at their fingertips. All users at Tchibo/Eduscho work at the front end using IBM PCs and access the SAP applications in Windows NT.

Expansion of the CRM solution

Tchibo/Eduscho is very happy with the IBM/SAP solution. Before the start of March 2002, it is planned that the approx. 3,500 Austrian customers of Tchibo Cafe Services will be processed by the system. The rollout for the established solution with all system components is currently being evaluated at Tchibo/Eduscho Deutschland. Tests are also being conducted into the use of a special component for an effective customer relationship management system for sales staff, with the implementation of SAP Mobile Sales being planned by the end of 2002 for this purpose. In the medium-term, Tchibo/Eduscho Österreich is also considering the implementation of a standalone B2B platform on the Internet for distribution partners. Using mySAP CRM on the iSeries and xSeries servers means that optimum processing of data is now and will continue to be a simple task at Tchibo/Eduscho Österreich.



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