

# Extending your existing ERP without new ERP licences

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*Funnel management example in a major telecom company*



## INTRODUCTION

Nearly all companies today are under pressure to cut costs. At the same time many enterprises need better systems for quicker response to fast-changing conditions.

This white paper shows how a large distributor of cable television, internet and fixed telephony found **cost effective ways to extend existing infrastructure** by implementing an Omega Workflow Manager application.

## LEAD MANAGEMENT EXAMPLE

### Situation prior to the introduction of the Omega WFM application

- Client uses ERP (SAP)
- Large network of external partners: thousands of them in several countries

Sales process goes like this:

1. Sales partners send leads by email in Excel files. Leads contain information on potential clients: their address, service they need, contact details etc.

**Downside:** one way process.

2. Sales department receives many files that are manually processed.(copying and pasting in order to consolidate the data).

**Downside:** slow.

3. Sales managers send work orders to implementation partners by email.

**Downside:** slow, difficult to track in real time.

4. Implementation partners contact customers and install the equipment at their location.

**Downside:** until the request is done no information is returned from the implementation partner.

### Problems

- ERP data not available in real time to most of the users involved in this process.
- ERP data not updated in real time.
- Modelling this process in SAP would take at least 9 months.
- Price of SAP licenses are too high to be available to thousands of users. Due to budgetary reasons this was not a viable option.
- Vast amount of time is lost on data consolidation and handling emails.
- Increased client attrition due to customer service blackouts and lack of real time information.<sup>1</sup>

### Solution

A custom application rapidly developed in order to transform sales process into online workflows integrated with the ERP.

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<sup>1</sup> Source: customer satisfaction surveys performed by the client

### How we did it?

1. The current workflow review and identification of problem areas, precise responsibilities of both SAP and Omega WFM teams were defined. SAP provides input data, business logic and consolidates data gathering while Omega WFM acts for all participants interaction. According to Omega BD methodology, at the same time prototype development begun. Some of the readily available Omega WFM modules were used to model the workflows. Some custom modules were also developed. Integration was achieved through web services. Over 90 % of the application was developed without coding.

**Time needed:** 30 days.

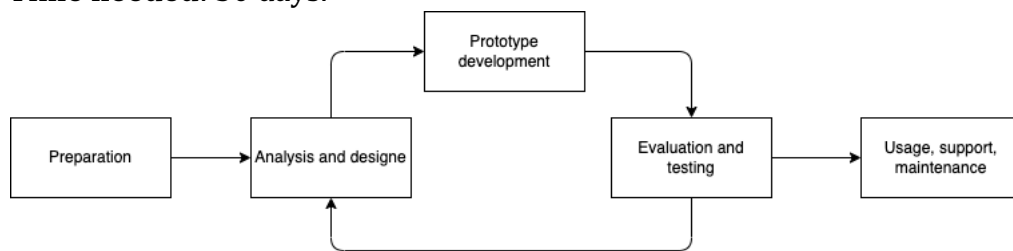


Figure 1: Omega BD methodology

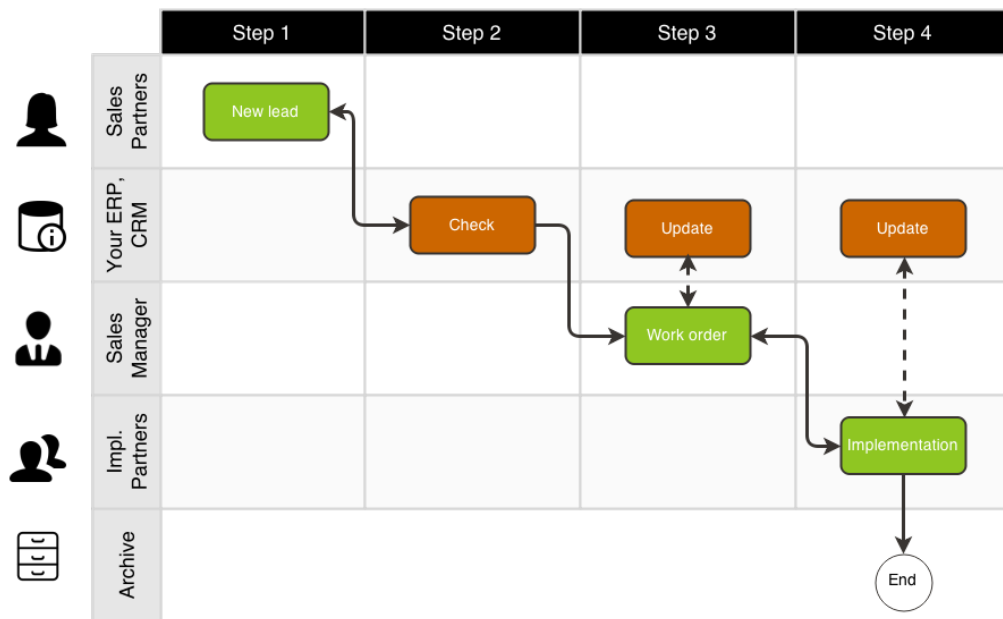
2. Trial departments and partners were chosen for the initial deployment. Online user training was organized.

**Time needed:** 10 days.

### Situation after the introduction of the Omega WFM application

1. Sales partners send lead information through Omega WFM application and access ERP data when necessary. For instance, they can check possible services for the particular client based on its home address. In this way the selling is more efficient and more leads are generated.

**Advantage:** two way process.



- Potential client's received in the previous step is automatically routed based on its content to corresponding sales manager.

**Advantage:** automatic consolidation and real time processing.

- Successful sales are converted into work orders and sent through Omega WFM to implementation partner:

**Advantage:** easier tracking.

- Implementation partners update request status in real time. Key information is automatically returned into SAP.

**Advantage:** integration with other departments and real time insight.

## Conclusion

The existing ERP features are quickly extended to a wide range of both external and internal company users thanks to Omega WFM development platform. No additional ERP user licences were needed.