

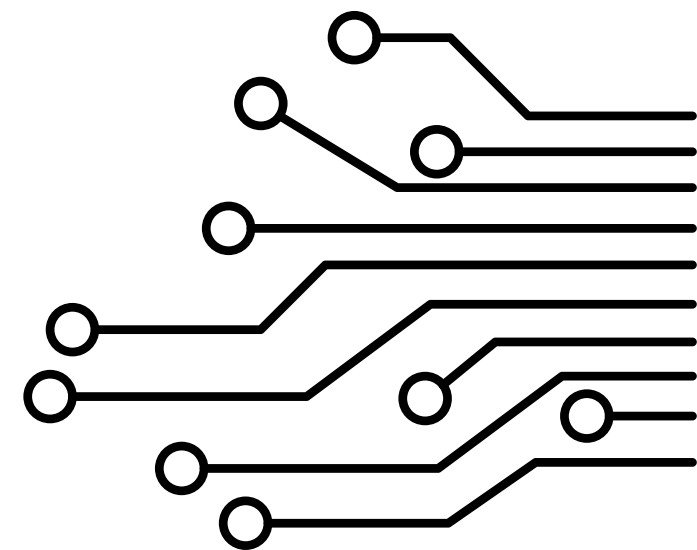
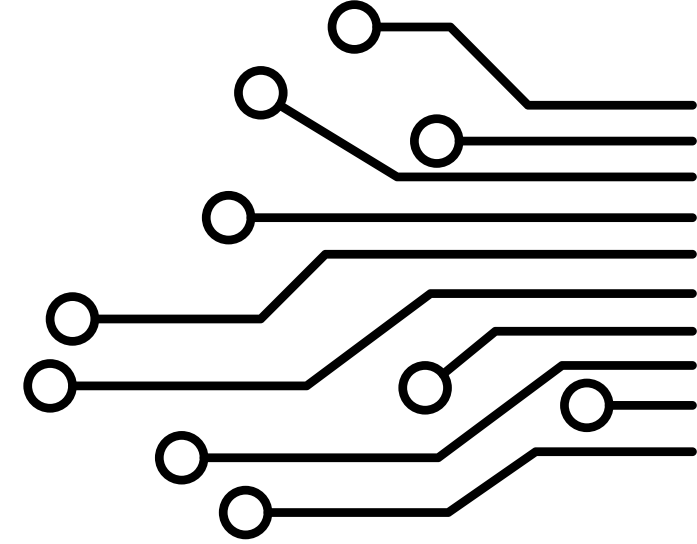
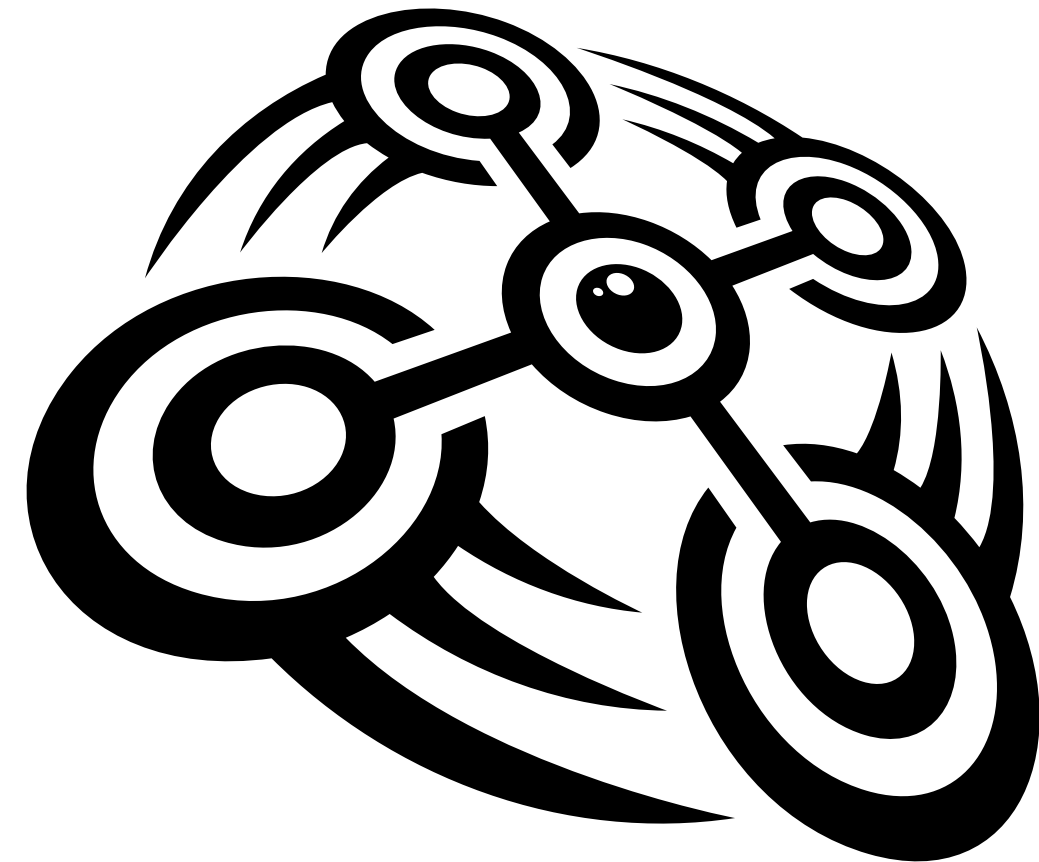


GEA

GEA SALESPRO: TRANSFORMING
SALES WITH SAP COMMERCE, CRM,
AND CPQ INTEGRATION

GEA GROUP AKTIENGESELLSCHAFT

SAP Commerce Cloud





Company Information

Company Name: GEA Group Aktiengesellschaft

Headquarters : Düsseldorf, Germany


Industry : DMI

No of Employees : 18,000

Web site : www.gea.com

GEA Group: Innovating for a Sustainable Future

Founded in **1881**, GEA Group stands as a **global leader** in providing cutting-edge **machinery, process technology, and services** for the **food, beverage, and pharmaceutical industries**. With a strong commitment to **sustainability and innovation**, GEA has been recognized as a key player in the **Dow Jones Sustainability Europe Index**.

 **Mission 26** drives our focus on **accelerating profitable growth**, strengthening our market position, and delivering **best-in-class solutions** to our customers worldwide. Through advanced technology and a customer-centric approach, we continue to **shape the future of process engineering**.





GEA Group Aktiengesellschaft

85% of quotations independently done by R&C, LPT, dealers and OEMs

30% Substantial reduction in time for offers

95% Improve delivery performance > 95 %

Challenge

In today's fast-paced market, **complex products** require **customized configurations** to meet customer demands. GEA recognizes that a successful **go-to-market strategy** must seamlessly integrate **partners and dealers**, ensuring they remain central to the **digital transformation journey** rather than being excluded.

- ◆ **Partner & Dealer-Centric Approach** – Strengthening relationships with **dealers and partners** to maintain trust and long-term collaboration.
- ◆ **End-to-End CPQ Integration** – Ensuring a fully **connected sales process**, from **configuration to pricing and final customer engagement**.
- ◆ **Independent Pricing Structures** – Keeping manufacturer and dealer pricing autonomous while maintaining seamless **CRM interoperability**.
- ◆ **GDPR Compliance & Data Security** – Ensuring **secure, compliant, and efficient** data handling across all digital sales channels.

By integrating **SAP Commerce CRM with CPQ**, GEA delivers a **frictionless sales process**, driving efficiency, customer trust, and **sustainable business growth**.

Solutions

GEA empowers customers to **configure complex machines** effortlessly using **Guided Selling** within the **SAP Sales Solution Configuration (SSC)**, integrated with **SAP Commerce Cloud CPQ**. This ensures a **personalized and intuitive** user experience tailored to each dealer's UI.

- ◆ **Dealer-Specific UI & Autonomous CRM** – Dealers operate within an independent **SAP Commerce Cloud CRM**, ensuring a **branded, seamless experience**.
- ◆ **Manufacturer & Dealer Integration** – Configurations flow to **GEA's SAP Commerce Cloud** for accurate **manufacturer quotations**, streamlining sales.
- ◆ **Dealer-Driven Pricing & Relationship Management** – Dealers maintain **exclusive control** over customer pricing and relationships **without manufacturer intervention**.
- ◆ **SAP BTP-Enabled Connectivity** – GEA's backend systems are seamlessly connected via **SAP Business Technology Platform (BTP)** for enhanced **data flow and process automation**.

This **fully integrated** approach enhances **dealer independence**, optimizes the **quote-to-order process**, and ensures **seamless collaboration** between GEA, dealers, and customers. 🚀

Outcomes

GEA SalesPro revolutionizes **e-commerce and sales operations** by integrating a **global partner/dealer network** into its digital strategy, alongside direct and subsidiary sales. This **innovative platform** delivers a seamless experience across **Guided Selling, Configuration, Sales, and After-Sales Services**.

- ◆ **Empowering Dealers & Partners** – Dealers now have **autonomous access** to SAP Commerce **CPQ & CRM**, enabling **independent pricing, sales, and customer engagement**.
- ◆ **Seamless Integration** – A fully connected **multi-level sales model**, digitally transforming **manufacturer-to-customer** interactions.
- ◆ **Optimized Sales & Service Chains** – SAP-driven automation enhances **efficiency, accuracy, and scalability** across all affiliated sales groups.
- ◆ **Customer-Centric Approach** – Providing an **intelligent, guided, and highly personalized** experience for customers, ensuring **faster configurations and seamless transactions**.

By **bundling sales forces and leveraging SAP innovations**, GEA **streamlines global sales operations**, enhances **partner collaboration**, and delivers an **exceptional digital commerce experience**. 🌍

“GEA SalesPro enhances trust and personalized consulting by integrating dealers into the company's digital strategy. This platform streamlines the sales process, helping dealers sell GEA products more efficiently. Powered by SAP, it improves collaboration, optimizes workflows, and boosts the digital experience, reinforcing GEA's commitment to driving growth through SAP technology.”



Partner Collaboration Details

Babiel GmbH – A CONET Group Member

Babiel played a key role in our project by conducting a thorough business analysis and collaborating closely with our product owner team on the technical design. They also took charge of the architecture and implementation of the overall solution, ensuring a seamless and efficient integration.

With GEA SalesPro, Babiel has been instrumental in guiding us toward the future. By redefining traditional workflows with innovation and seamlessly digitizing proven success strategies, Babiel has enabled a smooth transformation. As a trusted partner, they continue to drive sustainable developments on our SAP platform, ensuring long-term success.





Challenges and Objectives 1 of 2

Global Challenges & Business Challenges

- **Expanding Digital Sales Reach:** Integrating dealers and partners into the new eCommerce platform enhances market accessibility and strengthens the digital sales channel.
- **Managing Product Complexity:** Given the intricacy of GEA's products—often more complex than automobiles—customers require a combination of SAP Sales Solution Configuration (SSC), CPQ, and expert dealer consultation.
- **Balancing Automation & Expertise:** While standard CPQ applications streamline sales, eliminating dealers from the consultation process isn't viable for DMI. Expert guidance remains essential.
- **Data Autonomy & Compliance:** Customer and pricing data must remain within independent CRM systems, ensuring GDPR compliance while preventing unauthorized manufacturer access.
- **Legal & Licensing Considerations:** As autonomous business units, partners and dealers require clear legal frameworks and licensing agreements to operate effectively.
- **Seamless Global Collaboration:** Digital transformation must support regional and cross-border cooperation while maintaining strong relationships with partners and dealers worldwide.
- **Addressing Labor Shortages:** Automation replaces repetitive tasks, allowing human expertise to focus on innovation and high-value creative problem-solving.
- **Optimized Supply Chain Management:** End-to-end process integration enables proactive identification of missing parts, ensuring an agile, efficient supply chain that adapts beyond standard procedures.

Business Challenges

- **Expanding Digital Sales Reach:** Integrating dealers and partners into the eCommerce ecosystem enhances accessibility and strengthens the digital sales network.
- **Complex Product Configurations:** Due to the high complexity of GEA's products—often exceeding that of automobiles—customers require a guided configuration process through SAP Sales Solution Configuration (SSC), CPQ, and dealer expertise.
- **Maintaining Dealer Involvement:** Standard CPQ solutions streamline the distribution process but often bypass dealer consultation. In the DMI sector, expert guidance remains essential for accurate configuration and customer satisfaction.
- **Ensuring Data Privacy & Compliance:** Customer and pricing data must be managed within independent CRM systems, maintaining data security, autonomy, and GDPR compliance without manufacturer interference.
- **Navigating Legal & Licensing Constraints:** Dealers and partners operate as independent business entities, necessitating clear regulatory frameworks and licensing agreements to ensure smooth collaboration and compliance.





Challenges and Objectives 2 of 2

Project Objectives

- **Innovative Design Thinking Workshops:** Conducted collaborative sessions to conceptualize an integrated digital sales process, aligning customers, partners, dealers, and subsidiaries into a unified ecosystem. Agile implementation through Scrum allowed iterative refinement based on evolving business needs.
- **Independent Partner/Dealer CRMs:** Developed standalone CRM solutions for partners and dealers, ensuring compliance with GDPR and other regulatory frameworks while maintaining operational autonomy.
- **Tailored CPQ Integration:** Designed a customized CPQ solution for partners and dealers, seamlessly connected with GEA's SAP Sales Cloud and SAP ERP to enhance quoting accuracy and efficiency.
- **End-to-End System Integration:** Established a fully connected sales process, integrating the digital sales frontend with GEA's SAP ERP, enabling real-time data flow, streamlined operations, and improved customer experience.

Why SAP

- Our multi-channel sales strategy was fully aligned with SAP Customer Experience, ensuring an optimized product selection process across all touchpoints.
- We established a comprehensive integration of GEA's system landscape with SAP ERP, SAP CRM, SAP Commerce Cloud, and SAP Master Data Governance (MDG).
- This end-to-end integration enables seamless data flow, enhances internal processes, and maximizes synergies for improved operational efficiency and decision-making.
- By leveraging SAP's robust ecosystem, we ensure a unified digital experience for customers, partners, and internal teams, driving business agility and scalability.





Project or Use Case Details

Revolutionizing B2B Sales with a Dealer-Centric Approach

Before Digital Transformation	After Digital Transformation
Dealers/partners receive product catalogs with static information.	Dealers configure GEA products online with real-time updates on variants, rules, and alternatives.
Sales engineers manually document customer configurations.	Configurations are automated, eliminating manual errors.
Configurations are emailed to the GEA country organization for verification.	All configurations are instantly validated within the system.
Multiple clarifications and consultations are required before finalizing the scope.	The system ensures accurate configurations, reducing back-and-forth communication.
GEA prepares and sends a quotation to the dealer, who then creates a separate quotation for the customer.	Dealers receive immediate price information and can generate direct quotations for customers.
Orders are processed manually, with delays in approval and production initiation.	Orders are instantly stored in the GEA Sales Cloud and ERP system, triggering the production process.
The entire sales process is time-consuming, error-prone, and dependent on multiple approvals.	The "Lead to Production" process ensures seamless integration, accelerating sales and manufacturing.

Traditional eCommerce solutions fail to support the digital transformation of vertical sales structures, requiring a disruptive integration model for direct manufacturer-to-customer sales. However, in the B2B landscape of complex products, the role of partners and dealers remains crucial for consulting and customer service.

Recognizing the autonomy of dealers/partners, we ensured that their customer and pricing data remain independent from GEA’s CRM while allowing them full control over pricing. To address this, we developed a Commerce Cloud Dealer CRM and a Commerce Cloud CPQ. This dual approach enables an end-to-end integrated CPQ process while safeguarding dealer relationships, ensuring transparency, and preserving trust in the sales ecosystem.



Benefits and Outcomes 1 of 2

Aspect	Before GEA SalesPro	After GEA SalesPro Implementation
System Landscape	Multiple decentralized on-premises solutions.	Integrated SAP Cloud platform with centralized operation.
Operating Model	Varied deployment, maintenance, and security across locations.	Uniform deployment, service, maintenance, and security with SAP Cloud.
Performance & Accessibility	Performance varied across different locations.	Cloud-based infrastructure ensures optimal performance globally.
Integration	Disconnected systems with limited interoperability.	SAP Business Technology Platform with SAP Integration Suite ensures seamless system connectivity.
Dealer Involvement	Dealers were not deeply integrated into sales processes.	Dealer CRM and Dealer CPQ (SAP Commerce Cloud) strengthen long-term dealer relationships.
Lead-to-Cash/CPQ Process	Fragmented, with multiple manual steps.	Fully integrated and streamlined with partner involvement, unique in discrete manufacturing.
Quotations	Headquarters needed to assist with a significant portion of quotations.	85% of quotations handled independently by R&C, LPT, dealers, and OEMs.
Order Clarity	High number of unclarified orders requiring additional processing.	Targeting over 90% clarified orders from the start.
Delivery Performance	Inconsistent due to inefficiencies in order processing.	Aiming for over 95% delivery performance with optimized workflows.

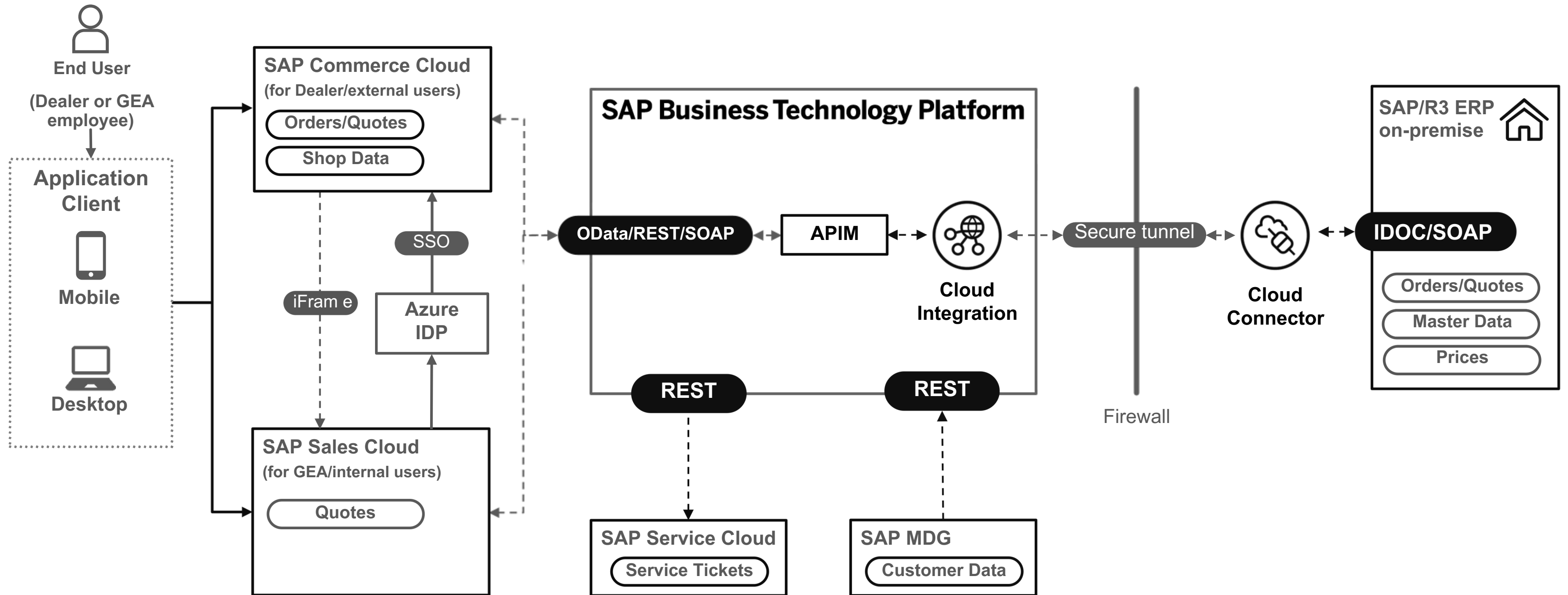


Benefits and Outcomes 2 of 2

Aspect	Before GEA SalesPro	After GEA SalesPro Implementation
Customer Experience	Customers faced challenges configuring complex products and required dealer assistance for every step.	Customers can configure products independently, receive instant pricing, and compare alternatives easily.
Sales Process	Dealers had to manually input data multiple times, leading to inefficiencies and delays.	Automated data entry reduces workload, allowing sales teams to focus on customer engagement.
Decision-Making	Lack of instant feedback on pricing and delivery made decision-making slower.	Real-time feedback on pricing and delivery speeds up decision-making, improving satisfaction.
Sales Engineers' Role	Spent significant time verifying configurations and resolving inconsistencies.	Engineers can collaborate with customers in real-time, enhancing efficiency and job satisfaction.
Administrative Burden	Manual constructability checks required extensive time and resources.	Automated validation eliminates constructability checks, freeing up resources for strategic tasks.
Workforce Utilization	Repetitive tasks took up valuable time, limiting focus on innovation.	Employees can focus on creative engineering and value-added services, increasing motivation and fulfillment.
Employee Satisfaction	High workload and administrative tasks led to stress and inefficiencies.	Increased autonomy, reduced repetitive work, and more creative tasks lead to higher job satisfaction and professional recognition.



Architecture





Deployment Details 1 of 3

Deployment status Live

Date 12/05/2022

Number of end users ~ 80 No

Transaction Volume in formation yet

SAP®technologies used:

SAP product		Deployment status	Contribution to project
		LIVE/ POC	
1	SAP Commerce Cloud	Live	Entry point of process for external users Quote and order checkout for external users happen in the Commerce Cloud, as well as product selection, configuration of product, service functionalities (support/service tickets), as well as account and organization management
2	SAP Commerce Cloud CPQ	Live	Customized SAP Commerce Cloud view (based on the ASM modul) so that SAP Commerce Cloud is integrated as a CPQ alternative in the SAP Sales Cloud Entry point of access for internal users Initial quote creation for internal users start in the Sales Cloud; also process to edit existing quote. Quotes to edit are opened in an embedded view (via iFrame) in the SAP Commerce Cloud CPQ as CPQ alternative (see above)
3	SAP Sales Cloud (C4C)	Live	
4	SAP Service Cloud	Live	Used for ticket handling processes
5	SAP Sales Solution Configuration (SSC)	Live	Contains all knowledge bases (configuration logic) for the configured product as well the complete logic for the guided selling used to offer the user a guided product selection
6	SAP Business Technology Platform (BTP)	Live	Integration Suite as central middleware for all interfaces •Interfaces between SAP Commerce Cloud and SAP Sales Cloud •Interfaces between SAP Commerce Cloud and SAP Service Cloud •Interfaces between SAP ERP and SAP Commerce Cloud •Interfaces between SAP Commerce Cloud and 3rd-Party systems



Deployment Details 2 of 3

Solution/App details developed on SAP BTP The following SAP Business Technology (BTP) Solutions are part of the project:

Technology	SAP BTP Solution (list Cloud Products only)	Contribution to project
1 Integration	SAP Integration Suite; SAP Cloud Integration; SAP API-Management; SAP Transportation Management	Central middleware for all interfaces used in the project


Deployment Details 3 of 3

The following offerings from SAP Services and Support and other packages were utilized during the implementation or deployment phase:

SAP MaxAttention™ SAP	X	SAP Preferred Success SAP	Managed Business Services Cloud
X ActiveAttention™		Preferred Care, on-premise	X Application Services Activation and
SAP Business Journeys	X	SAP Enterprise Support	Optimization Services
Embedded Launch Activities		Project Success	X Partner Success
X Learning Success		RISE with SAP	
Other:			-

Contribution to the project



 Transforming Toy Retail: How
Smyths Toys Leveraged SAP Commerce
Cloud for Digital Growth



SAP Commerce Cloud

