



Porsche AG gets top performance from SAP CRM with Trillium Software

Luxury sports car manufacturer ensures it gets the very most from its global customer relationship management software investment by ensuring uncompromising data quality.

Porsche

The brand name Porsche is famous worldwide. From the 1930s when Ferdinand Porsche founded the Porsche Engineering Office in Stuttgart through the launches of various Porsche models - the very first 356, the 956, the 911 Carrera to the much heralded Boxster - Porsche embodies fascination, power, quality, style, and action. Innovation and emotion is epitomised by all Porsche vehicles. At Dr. Ing. h.c. F. Porsche AG, its guiding principle of keeping up with the pace of tomorrow by accelerating today demands creativity, competence and concentration knowledge that has been developed over generations.

Good Customer Rapport

Car dealers are quite particular in their demand for marketing and sales support, especially in Germany. To support them and ensure effective customer communications, the company commenced in 2005 a four-year global migration of its customer relationship management (CRM) processes to SAP. A dedicated team at the company's German headquarters is progressing swiftly to provide access to Porsche subsidiaries around the world.

-Project Type-
CRM and Marketing
Customer Data Quality

-Industry-
Automobile/retail

-Environment-
mySAP CRM

-Challenges-
Building single views

-Trillium Software solutions-
The Trillium Software System
The Trillium Software Data Quality Connector for SAP

“Porsche knew that data formats and data quality varied across systems”

“Our objective is a global CRM roll-out, but one that allows individualisation in each country,” said Alexander Habisreiter, CRM project manager at Porsche.

While the German dealerships now have significant exposure to Porsche’s mySAP™ CRM system, Germany was not the first to benefit. That accolade goes to Porsche Cars North America – and for two reasons. Firstly, North America and Canada represent the biggest market for the car manufacturer; almost 40 percent of all luxury cars are sold there. Secondly, the orientation of the pilot project towards a non-German market had another important reason: “It prevents a focus that is too German centric,” said Habisreiter.

According to Habisreiter, Porsche’s mySAP CRM implementation provides a customer information hub, data being sourced from many other applications. Roadside assistance, customer service, warranty programme and marketing information applications feed-in, as well as data from in-car systems. Customer histories can be viewed, supporting optimal customer care as well as effective marketing programmes.



Data Quality

Given the many third-party applications from which data is sourced, a significant challenge to winning a good return on investment from mySAP CRM at Porsche was how to be certain of accurately tracing and matching a customer's multiple records, so that they could be merged into a Single Customer View. Porsche knew that data formats and data quality varied across systems. The company recognised these issues would inhibit matching, threatening its CRM objectives. Given the volume of data involved, Porsche sought an automated data quality solution.

For Porsche's mySAP CRM implementation, the company needed to select a data quality solution able to append customer records with correct name and address information, in the right language, for every country of its operations around the world. The solution would also need to be smart enough to handle local nuances in name and address structures and multi-local complexities such as the Spanish often having a second surname and customers in the US moving home frequently.

"It would have been quite an effort for us to have used a different data quality tool for each country," said Habisreitingner, adding also: "SAP certification was another of our indispensable requirements."

Habisreitingner is pleased to have found in Trillium Software a global provider with a solution supporting customer information data quality for any country in the world, and which is indeed certified for mySAP CRM. In fact, the Trillium Software System is able to detect data structures, apply proper formatting and if applicable, cleanse the data some 10 to 15 times faster than is required for SAP certification. This is because the tool generates reference tables which allows for the comparison of individual records via indexes instead of comparing each record with another record.

The Trillium Software System offers multiple configuration options to meet specific requirements. For instance, Porsche can adjust the strictness of-matching rules for detecting duplicates.

Matching rules might be too tight where the software doesn't match on slight deviations in say, the spelling of "Julius Mayr", "Julius Meier" and "Julius Maier". Rules would be too loose, however, if the tool began matching significant variations such as Juliane, Juli, Julia, Jule in the German towns of Augsburg, Cologne, Hamburg, Essen, Munich, Krefeld, Saarbrücken and Wismar.

"It would have been quite an effort for us to have used a different data quality tool for each country"

*Alexander
Habisreitingner
CRM Project
Manager*

“ With data quality being managed successfully, nothing now stands in the way of the Porsche CRM “

It's in defining matching rules that the expertise of Trillium Software Professional Services comes into play. "We have worked closely with Trillium Software in Germany and in the USA," Habisreitingner explained.

Looking Good

Today, the Trillium Software System validates, updates and qualifies customer and address data either overnight, when other systems submit the information in batch runs, or in real-time when customer data is first entered.

When Porsche or its subsidiaries or dealerships search for a customer in mySAP CRM, the Trillium Software System acts almost invisibly to ensure a full and accurate record is presented. Millions of records are searched in less than a second.

Porsche's team implemented the North American mySAP CRM pilot in just ten months. The subsequent roll-outs to subsidiaries in other countries is happening quickly, closely spaced, sometimes in parallel. "So far we are content," Habisreitingner simply states of the Trillium Software System. He does acknowledge however that the project plan slightly underestimated the effort for 'fine-tuning' the configuration of the software.

With data quality being managed successfully, nothing now stands in the way of the Porsche CRM roll-out. Indeed the system has received such high levels of acceptance that markets not yet in the planning phase ask impatiently: "When can we have it?"

Harte-Hanks Trillium Software
www.trilliumsoftware.com

Corporate Headquarters
+1 (978) 436-8900
trilliumsoftware@trilliumsoftware.com



**TRILLIUM
SOFTWARE**