

A large, modern building with a curved facade and extensive glass windows. The 'Ontex' logo is visible on the upper part of the building. The sky is blue with some clouds.

**SAP C4C provides us with  
the insight we need, while  
creating room to really sell**

**Executive overview**

Why SAP

Solution

Benefits

**Company**

Ontex

**Industry**

Manufacturing

**Products and services**

Personal hygiene products

**Website**[www.ontexglobal.com](http://www.ontexglobal.com)**SAP® Solutions**

SAP Cloud for Customer (SAP C4C)

**Partner**

Flexso



Ontex, a global market leader in personal hygiene products, first put its trust in SAP software many years ago. When the Healthcare division looked for an alternative to its existing (non-SAP) CRM solution, the user-friendliness of SAP Cloud for Customer (SAP C4C) won them over. The implementation of SAP C4C has been bearing fruit in the meantime: the division now enjoys a 360° view on its customers, while collaboration and productivity got an impressive boost. SAP C4C helps Ontex to really sell!

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# Supporting complex sales processes

Established in the early seventies as a Belgian family company, Ontex is a leading manufacturer of consumer goods for personal hygiene. Today, still headquartered in Belgium (Aalst), the company operates 15 production facilities in 123 countries – western and eastern Europe, the Middle East, Australia and China –, 23 sales offices and four R&D centres. Ontex products are sold in over 100 countries and the group employs 5,500 people.

To support its worldwide business, Ontex has been relying on an SAP ERP backbone for years. In 2010, the Healthcare division, which produces, markets and distributes incontinence products, added a non-SAP CRM solution to its IT stack. “We chose the solution of an expert in software for the pharma industry,” says Eric Ver-cruyse, Trade Marketing Manager, Healthcare. “Pretty soon, however, we were scrambling with the first issues.”

He explains, “Our market is very complex. We deliver to public institutions like hospitals and rest- and care homes – where we do business via tenders –, but also to retailers and even

consumers. Our CRM system did not provide sufficient support to manage our complex sales cycle.” The solution was, for example, country-specific, with barely any integration between countries; it was not integrated with our front- or back-office and it only ran on our office desktop.” What we had was a database of our sales activities, but what we really wanted was insight into opportunities and contracts. Plus, of course, a solution that we’d be able to use on a mobile device or at home.”



“We wanted insight into opportunities and contracts. And the solution had to be available on a mobile device.”

Eric Ver-cruyse, Trade Marketing Manager, Healthcare



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## SAP C4C: user-friendliness par excellence

Ontex Healthcare started an intensive search for an alternative CRM solution. Eric Verduyck: "We conducted an exhaustive market study, elaborating a proof of concept with several big players." SAP Cloud for Customer (SAP C4C) – SAP's cloud CRM solution – ended up tops. "Price and functionality were similar to that of a well-known competitive package but everyone unanimously agreed that the user experience of the SAP solution was way better."

Flexso, which had been providing support and maintenance for SAP ECC at Ontex for a while, came on board to implement SAP C4C. "We sat around the table a couple of times to map needs and solutions," Eric recalls. "As we exactly knew what we wanted, it was easy to define the scope. And as we had deliberately opted for a cloud solution, it was only logical to stay as close as possible to the standard package (the 'Sales' module of SAP C4C). We only added a few extensions to tailor the solution a bit better to our needs."

Flexso took care of data migration, the implementation and development of the add-ons, in addition to ensuring integration with the SAP backbone (for the synchronization of all master data, for quotations and to create sales orders) and with all the familiar Microsoft platforms like MS Outlook. In the meantime, Ontex has rolled out the

solution in three countries (Belgium, France and Spain). The rollout in the sales offices in Australia, Italy, the United Kingdom and Germany will follow soon.



"Everyone unanimously agreed that the user experience of the SAP solution was way better."



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**Benefits (1)**

## A 360-degree view on all sales contacts

Soon some 250 Ontex employees will be using SAP C4C, every day. What are the main benefits they're experiencing and what more do they expect in the future? "SAP C4C helps us find all the key information of our sales contacts in one central place in the cloud," says Eric. "Consequently, everyone who's involved in the sales process has access to exactly the same data, in real time, which they can swiftly consult and adapt. That, of course, fosters information exchange and collaboration between colleagues and even with external business partners."

Thanks to SAP C4C, Ontex's commercial teams are more productive and have freed up time to focus on sales rather than on administrative tasks. Eric illustrates: "50% of our business is done via tenders. So our people spend a lot of time prospecting, testing products, requesting tender specifications, etc. The results of their hard work are now all entered into the system, together with sales opportunities, information on competitors, quotations, contracts, etc. In this way, everyone has a 360° view on every sales contact and his/her history. If our sales reps have to make a quotation, they can now rely on the pricing details

available in our back-office system – that's how far the integration goes." The Management, for their part, mainly appreciate the extensive reporting capabilities, which provide them with deep business insight.



"Everyone has access to exactly the same data, in real time, anywhere, anytime."



Executive overview

Why SAP

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**Benefits (2)**

## A smart investment in the future

The introduction of SAP C4C in the Healthcare division is a pilot project. If this is successful, the solution will be rolled out to the other Ontex divisions, around the globe. This project is, by the way, just one of many examples of the close cooperation between Ontex and SAP. During the SAP Quality Awards 2015, Ontex won a Bronze Award for the implementation of hybrid SAP HCM/ SuccessFactors. And at the end of 2015, Ontex took the step to SAP HANA – SAP's analytics solution. Each of the SAP solutions is a smart investment to stay ahead of the curve.



“Each SAP solution helps us to stay ahead of the curve.”

