



Gigaset Communications GmbH, Munich, Germany

Everything just fits together **with** the itelligence team: consulting, specialist knowledge and service!

»Take a little Russian and German Gigaset, a sprinkling of itelligence consultants from Russia, a handful of itelligence consultants from Germany, as well as a splash of application management, mix it together, and out comes the perfect project team. I was surprised at just how much fun it was to be able to achieve so much in such a short period of time while we were working together intensively as a project team.«

Verena Straberg, Project Management, Gigaset Communications GmbH

International Data Exchange – as Easy as Using the Telephone.

## Intelligence has taught our SAP ERP solution Russian in no time at all.

Cordless, corded, or VoIP: telephones by Gigaset Communications GmbH are sought after throughout the world. Ultimately, the quality of "Made in Germany" stands for distinctive design, innovation, reliability, and, of course, customer satisfaction. It is therefore no surprise that Gigaset is already one of the largest manufacturers of cordless telephones internationally, and that the company is the undisputed market leader in Europe for DECT telephones.

The company is also active in Russia - and its market share is rising. In order to assure professionalism for the extended business in Russia at all times, and to provide a solid foundation for the Moscow business unit, the company decided to extend the roll-out of the SAP ERP solution to Russia. The old C1 system was still being used up to then, although the goal was to bring all of the foreign subsidiaries together into the integrated SAP system landscape – including procurement, inventory management, sales processing, and returns and finance processes. Processes that had already been defined and implemented in other Gigaset country subsidiaries were used as a template for integrating the Russian headquarters. Those involved were therefore expecting a really simple roll-out.

### Challenges Overcoming Brilliantly

The two companies wanted to tackle this roll-out together, since intelligence AG is already Gigaset's strategic partner, and because it is responsible for both application management and the outsourcing of the system operation on behalf of Gigaset within this framework. A joint technical kick-off meeting was planned in Russia to get the project underway. However, the eruption of the Icelandic volcano Eyjafjallajökull and the subsequent ash cloud that formed as a result meant that air travel – and therefore a face-to-face on-site meeting – was no longer possible. The necessary discussions were therefore held via conference calls and web meetings.

"Very soon after the start of the project it became evident that the processes stipulated by the Russian government differed so significantly from the processes that had already been defined in our other foreign subsidiaries that a simple roll-out of the solution would not be possible," reports project manager Verena Straberg.



### Gigaset Communications GmbH

Gigaset Communications GmbH is one of the largest manufacturers of cordless telephones worldwide, and is the undisputed market leader in Europe for DECT telephones. The company, headquartered in Munich, develops, produces, and distributes quality products under the brand name Siemens Gigaset. The portfolio includes fixed line telephones and Voice over IP models. The main production location is Bocholt, Germany, where Gigaset products are manufactured to the highest quality and environmental standards. 80.2% of Gigaset Communications is owned by ARQUES Industries AG, and 19.8% of company shares are held by Siemens AG. Gigaset Communications GmbH is a licensee of the Siemens brand.



“Especially in the areas of forms and reporting, the intelligence team had to make some amendments in order to conform with Russian law.”

### **Country-specific Requirements Fully Implemented**

And so the Russian intelligence consultants did everything they were able to adapt these processes to the SAP solution in the best way possible. In the area of finance, the intelligence team identified all the requirements collected from a workable finance model in Russia, and implemented these. Even training for employees belonging to the external financial service company BDO was conducted by intelligence. In addition, the necessary forms were developed and successfully implemented into the solution. The intelligence team also took care of customizing sales processing and were able

to bring the proper know-how for debugging to the table: Fast diagnosis and discovery of possible errors in the SAP system has therefore also been assured. Only the fields of procurement and logistics, which needed to be customized and documented in SAP, remained – with logistics including related financial processes. The partners were also very successful in jointly implementing this part of the project.



# Gigaset

**Name:**  
Gigaset Communications GmbH

**Industry:**  
Telecommunications

**Products:**  
Fixed line telephones and VoIP telephones

**Company size:**  
1,700 employees

**Turnover:**  
500 million Euros

**Head office:**  
Munich; main production site in Bocholt

**Branch offices:**  
worldwide

## High Quality Consulting Leads to Success

"In Russia, we saw an intelligence team that really lived and breathed consulting," reports Verena Straberg happily. "Our company had to build up an extensive level of SAP expertise first of all on-site in Moscow, so the intelligence team took responsibility for the necessary adjustment and implementation phases. This meant that we could begin using SAP in Russia as well with a project running time of only two months. This country now fits into the integrated Gigaset system landscape perfectly. We are able to map our complete Russian business professionally, including typical features for this country. Even the reporting will be carried out in accordance with Russian law. We have therefore attained all of the important goals – because with the intelligence team, everything just fits together: consulting, country-specific specialist knowledge, and service."

## Facts & Figures

**Project: SAP roll-out Russia**

**Project running time:**

1. Phase until logistics go-live: 8 weeks
2. Phase until usability of all FI function a further 12 weeks

**SAP modules used:** MM, SD, FI, and CO

**Advantages:**

- Successful integration into the company's SAP landscape
- Complete mapping of the Russian business in SAP
- Consideration of features typical for this country
- Reporting in accordance with Russian law

