



Case Study



BACKGROUND

Pall Corporation is headquartered in New York and is a global supplier of filtration, separation and purification products. Pall's products are manufactured and sold for major industries such as pharmaceuticals, aerospace and defense, medical. Pall Corporation employs more than 10,000 employees and generates roughly 3 billion in revenue.

CHALLENGE

Pall Corp had been using multiple home-grown customer management applications to manage sales activities and opportunities. With its non-integrated satellite systems, Pall's inside and outside sales representatives had manual tasks to manage, sales tasks and burdensome communication with their inside sales counterparts. There was no centralized reporting platform, and there was poor integration with the SAP ECC backend system.

HOW ECENTA HELPED

To solve one of the biggest pain points for its sales division, the company chose to implement SAP C4C for its outside sales force, ECENTA helped deliver an intuitive user interface as well as full mobile support for iPads. Activity, Lead & Opportunity Management, as well as customer master data was integrated with SAP CRM OnPremise. And thanks to fully synchronized transactional data, the inside salespeople are able to convert opportunities into quotes and process the information with virtually no additional communication tasks.

CLIENT

Pall Corporation

SCOPE

SAP Cloud for Customer (C4C) and SAP CRM onPremise to integrated functionality for inside and outside sales.

PRODUCTS

SAP CRM
SAP Sales Cloud
SAP Cloud Platform Integration





RESULTS

With ECENTA's implementation expertise in both SAP Cloud for Customer (C4C) and SAP CRM OnPremise, Pall started deploying the integrated CRM landscape after only four months. The fully deployed solution houses more than 3,000 users and is used in more than 15 countries. Thanks to the more than tight integration of Sales processes, sales representatives have reduced communication efforts and benefit from increased data quality and reporting capabilities.

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SCOPE

SAP Cloud for Customer (C4C) and SAP CRM onPremise to integrated functionality for inside and outside sales.

PRODUCTS

SAP CRM
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Integration



RESULTS

Business

- Delivered for approximately 3,000 users globally (C4C and OnPrem combined user base)
- Delivered project in only four months
- Delivered on business processes such as:
 - Activity Management
 - Lead Management
 - Opportunity Management
 - CRM Quotation

Technical

- Delivered custom development for real-time data retrieval for quotations
- Developed custom iPad screens to accommodate specific UI requirements
- Integrated Groupware with MS Outlook