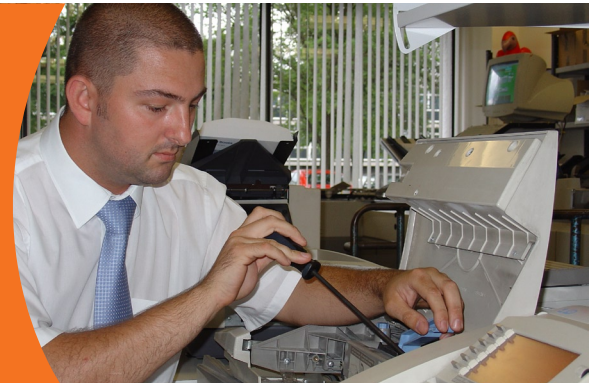


CASE STUDY:



Pitney Bowes

Pitney Bowes Uses AMP to Mobilise Procurement over SAP for Field Service Engineers in UK and Europe



> INTRODUCTION

Pitney Bowes is a mainstream technology company that helps organisations manage the flow of information, mail, documents and packages. The company boasts a diverse range of services from data integration software and print stream engineering to web-based marketing.

Pitney Bowes is a \$5.6 billion company and its 33,000 employees deliver technology, service and innovation to more than two million customers worldwide in over 100 countries. Underpinning its customer service is a team of over 1,000 field service engineers based throughout the UK and Europe and thousands more covering North America who are highly skilled in servicing document management and mailing system equipment.

> AUTOMATION FREES FIELD SERVICE ENGINEERS

Pitney Bowes recognised an opportunity to improve efficiency and reduce costs by eliminating its manual servicing processes. Previously, the company's customer contact agents allocated jobs to field service engineers over the phone while the engineers were required to file written job records at the end of their rounds. Automating these processes promised to free up time and resources and provide field service engineers with greater autonomy.

To achieve this, Pitney Bowes sought a way to automate and mobilise both the job dispatch and the procurement processes. The company rolled out Oracle-Siebel CRM across the enterprise to transform job assignments, providing customer contact personnel and field service engineers with instant access to customer data over mobile computing devices (*see Case Study: Pitney Bowes Improves the Customer Experience by Mobilising Field Service Operations in UK and Europe*).

The new Oracle Siebel system included functionality which allowed engineers to update inventory systems via SAP, in order to log parts used, place requisitions and track orders. This system made the inventory more visible and spend easier to control. Written records could only be used to update the inventory when the engineer returned to the office.

Mobilising the SAP R/3 system for inventory management in parallel with the Oracle Siebel CRM system was a logical step and so Pitney Bowes introduced a SAP specific module alongside the CRM mobile application. This allowed the company's field engineers to access and update records across both systems using the same mobile platform. As a result, over 1500 engineers now have the ability to locate a product or service, create a requisition, gain approval, and source and process a goods receipt using AMP Service, which also confers support for local languages and a diverse array of mobile operating systems, ensuring that no matter where the engineer is or which device is being used, data is always presented in the correct format.

> STRAIGHT TO SAP

Because AMP is capable of integrating seamlessly with Oracle, Siebel, SAP, NetSuite, and dozens of other enterprise software applications, the solution could easily be configured to integrate with the SAP application, providing real-time access to the SAP R/3





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platform. As Roger Blewitt, IT Solutions Director, International, Pitney Bowes, attests: “AMP Service did what we needed it to: send messages directly into SAP. Whenever an engineer used a part or placed an order it goes through SAP. So we wanted AMP to talk directly to the SAP system because that holds all of the inventory. We were able to run the mobile feed via our middleware systems into SAP without any trouble at all”.

> SUPPLY CHAIN UPDATED IN REAL-TIME

In order to exploit the full functionality of the SAP application, Antenna configured AMP Service to specifically meet the needs of Pitney Bowes field personnel. “We asked Antenna to configure AMP so that any dialogue or data concerning inventory were passed directly to our SAP system. All the transactions are tuned to carry exactly the data we wanted because we produce specialist data in the kind of engineering that we do; so details of meter readings on postage meters, all of that was configured. As a result, our supply chain is now continually updated in real-time,” says Blewitt.

The field engineering mobile system used to communicate with Siebel and SAP was provided over AMP as a fully-hosted offering out of Antenna Software’s Network Operation Centre (NOC) situated in North America. This provides the European field service team with 24x7 network monitoring and guaranteed message delivery using AMP’s real-time technology. Even when the field engineer is out of network coverage, the system is able to maintain a persistent connection, relaying vital information to and from the device when the signal is reestablished.

> MOBILISING THE JOB LIFECYCLE

For Pitney Bowes, being able to use the same MEAP was key. The composite nature of AMP Service made it simple to send and receive information to both the Oracle-Siebel CRM and the SAP systems. As a result, field service engineers were able to both action and complete a job, using AMP to access and update data housed on both respective back office systems.

“Our engineers can now use the AMP Service application to obtain job details from our Contact Centre Agents, provide updates on the status of a job, and communicate call closure with the inventory system as well as determining if a job is chargeable or non-chargeable. It sees them right through the job lifecycle,” explains Blewitt. “When sourcing materials, they can check availability direct from the SAP system. This in turn has made our supply chain far leaner, as we are able to supply on-demand,” says Blewitt.

> IMPROVED INVENTORY CONTROL

Using AMP, any parts used during a service repair are automatically logged and replacements ordered, reducing the need for engineers to carry spare parts in the back of their vans and lowering inventory costs. “We were able to drive the inventory system so that SAP tracks the inventory contents of every van and can replenish them individually when the stocks run low. You can only run that effectively with real-time communication in place,” says Blewitt.

> EVOLVING THE BUSINESS

Using The instantaneous data generated by AMP has also improved internal reporting, providing vital statistics and analysis on the time and resources necessary to execute a job. “We now get much better data both from when engineers attend a call and when the call is completed. We can see exactly what our response times were, for example. The quality of the inventory data has enabled us to carry out data control very effectively over SAP,” explains Blewitt.





CASE STUDY:

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An unforeseen benefit has been the ability of the system to ensure engineers observe compliance regulations, as Blewitt explains: “AMP enables us to easily communicate the data that needs to be supplied from a compliance point of view such as periodic checks. It’s now easy to put out that data via AMP to a particular service group. They can then see that, if they visit a particular location, they should carry out a compliance check designated via AMP.”

> ON A ROLL

By deploying a comprehensive mobile solution for handling CRM/SAP data throughout Europe, Pitney Bowes has been able to ensure a consistent level of service across numerous territories and the company continues to add on new users every year. Following a recent acquisition more users were added onto AMP in France, for example, and there are plans to bring the Nordic territories on to the system over the course of the next year. “We are still in the process of rolling out our CRM/SAP project. The AMP Service system has a good reputation and our managers like a consistent system across all of Europe. So we’re very happy to roll it out to further countries,” surmises Blewitt.

> CONCLUSION

Integrating AMP Service with both the Oracle-Siebel CRM and SAP systems has enabled Pitney Bowes to achieve significant benefits. Field service engineers can now interact directly with both back office systems, providing information in real-time that has enabled the company to streamline the procurement process, eradicate stock piling and improve job completion.

Following the implementation of the AMP/CRM solution, Pitney Bowes achieved Return on Investment (ROI) within three years. Antenna’s involvement spans both the Americas and Europe and has seen it support this global upgrade and it will continue to facilitate real-time access to data over these new systems.