

SAP Customer Experience

Sales and Service

Eduardo Tinaquero (eduardo.tinaquero@ursa.com)

Alberto Olmos (alberto.olmos@ursa.com)

Date: 29/09/2022

Location: Madrid





URSA Worldwide Where to buy Contact

URSA Insulation for a better tomorrow

Driving sustainability | URSA offer | Building Insulation | Reference Objects | About URSA | News | Your future with URSA

URSA is now part of Xella Group

etex
inspiring ways of living

URSA glass mineral wool

URSA XPS

- Headquarters
- Branch
- Production site mineral wool
- Production site extruded polystyrene



Thermal insulation and energy savings

Acoustic comfort

Superior fire performance

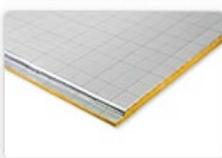
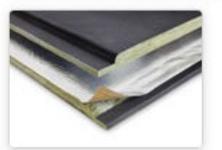
Indoor air comfort

URSA News RSS

Madrid, 9th of November 2017
URSA announces changes in the management board
 Jochen Friedrichs appointed CEO of URSA, URSA CFO Joaquín Lozano Agramunt and new CTO Bjorn Baum promoted to managing directors of the company...

Madrid, 31st October 2017
URSA to take part in BATIMAT 2017
 URSA will take active part in the next edition of BATIMAT 2017, the International Construction Fair which is to take place in Paris...

[More news](#)



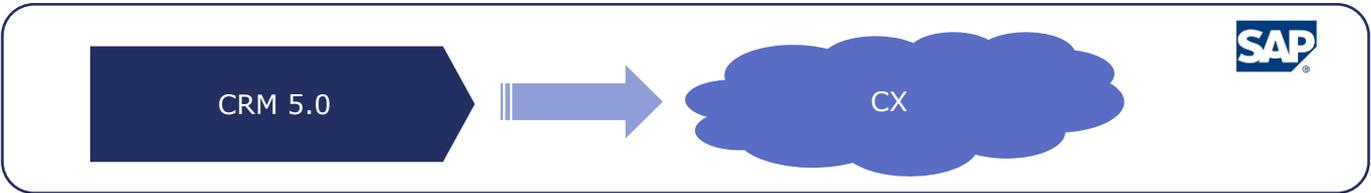
URSA CRM Background



URSA Analysis: Strengths and Weaknesses

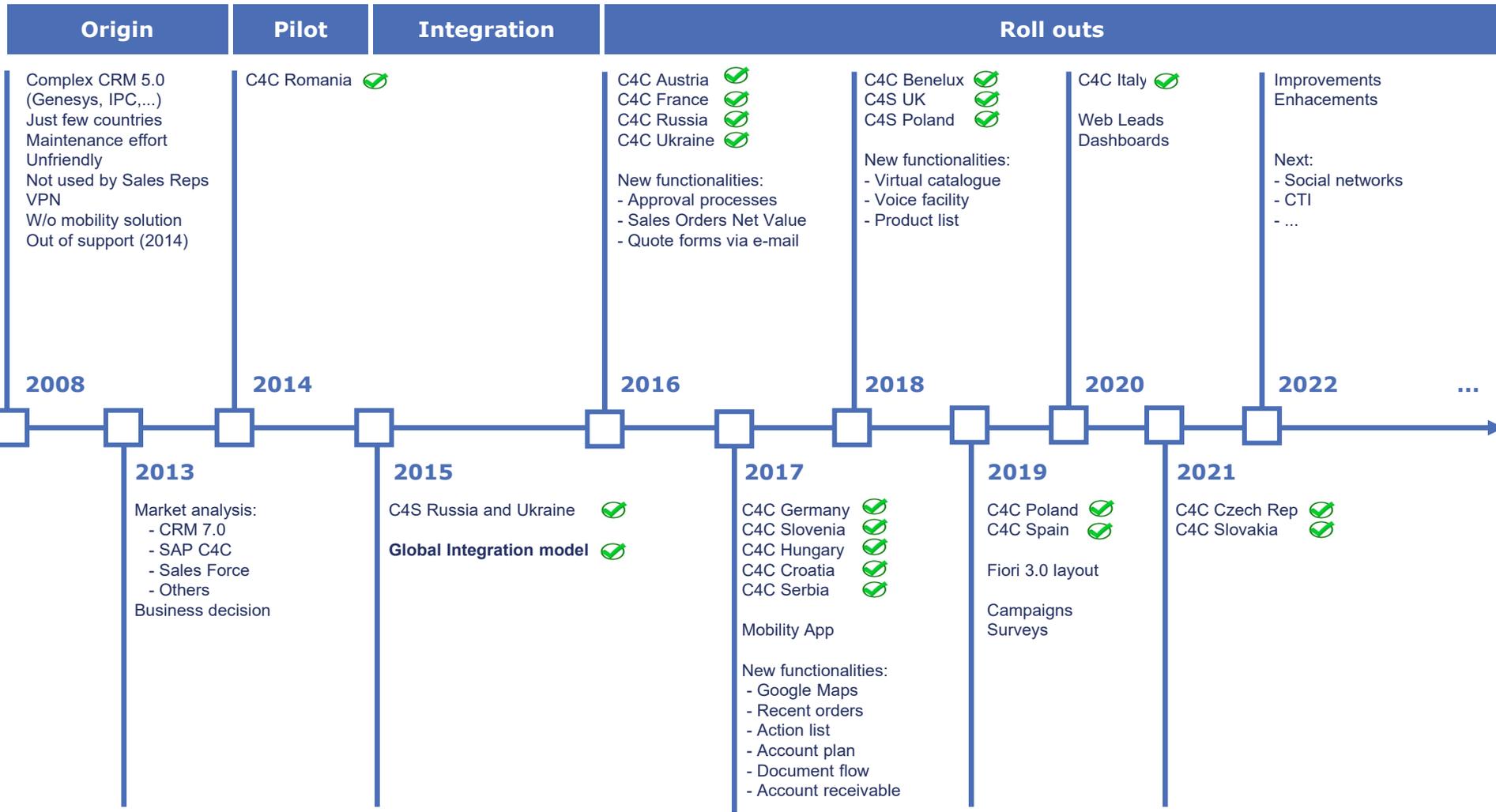
2013

Today	CRM 5.0	Facts	<ul style="list-style-type: none"> - Present platform across Uralita Group - High risk: no future option. - Mobility options are not covered. - Very low acceptance from the business - Support availability: March 2014 	Effects	<ul style="list-style-type: none"> - Support cost unknown - Platform evolution frozen - Possible integration issues with R/3 and BW
		Risk	<ul style="list-style-type: none"> - Technological limits through hardware obsolescence 		
Tomorrow	Outlook and Excel	Facts	<ul style="list-style-type: none"> - Cancel the use of current CRM - Infrastructure savings in URSA 	Effects	<ul style="list-style-type: none"> - Possible network upload due to files transfer - Difficulty to consolidate information
		Risk	<ul style="list-style-type: none"> - COMEX processes execution in a manual way. - Possible data inconsistency 		
	CRM 7.0	Facts	<ul style="list-style-type: none"> - Migration to new CRM version - Expensive and «no future» option - Mobility options: additional effort. - Expected same user low acceptance - Support availability: March 2020 	Effects	<ul style="list-style-type: none"> - Up-to-date SAP CRM application - Web based application
		Risk	<ul style="list-style-type: none"> - New look but same application: No changes - "Old technology" 		
	Sales onDemand	Facts	<ul style="list-style-type: none"> - "New" to SAP. - SaaS solution - Uralita pioneer into new technology. - "Present and future" option. - Mobility solution covered by standard. - "Better" acceptance tool from the business. - Impact cost into other Uralita businesses 	Effects	<ul style="list-style-type: none"> - Technological platform update. - New technology concept - Back to core. Lean processes.
		Risk	<ul style="list-style-type: none"> - New to SAP and to Uralita/URSA. - WYSIWYG - Some languages are not available. - Integration with R/3 and BW. - Compromise from OU's to adopt this solution - Unknown to Uralita/URSA 		
	Others Apps	Facts	<ul style="list-style-type: none"> - Connectivity complexity - Expensive - Not SAP solution: partner strategy. 	Effects	<ul style="list-style-type: none"> - Change management impact. - Additional application to our portfolio
		Risk	<ul style="list-style-type: none"> - Unknown by Uralita/URSA - Data harmonization issues. 		





100% SAP Standard Implementation





Fast implementation time

Easy training to users

Minimum need of support

		Master Data	Activities	Opportunities	Quotes	Claims	Campaigns	Web 2 Lead	Surveys	Dashboards
	Romania 8021	√	√	√	√	√	√		√	√
	Austria 8009	√	√	√	√	√	√		√	√
	Russia 8024	√	√	√	√	√	√		√	√
	France 8025	√	√			√	√		√	√
	Germany 8001	√	√	√	√	√	√		√	√
	Slovenia 8010	√	√	√	√	√	√		√	√
	Hungary 8007	√	√	√	√	√	√		√	√
	Croatia 8011	√	√	√	√	√	√		√	√
	Serbia 8011	√	√	√	√	√	√		√	√
	Italy 8030	√	√	√	√	√	√		√	√
	Benelux 8028	√	√	√	√	√	√		√	√
	UK 8027	√	√			√	√		√	√
	Poland 8008	√	√	√	√	√	√		√	√
	Spain 8029	√	√	√	√	√	√	√	√	√
	Czech Rep 8019	√	√	On going	On going	√	√	On going	√	√
	Slovakia 8020	√	√	On going	On going	√	√	On going	√	√



General

URSA C4C Yammer URSA C4C Yamme...	C4C Who is Who	URSA: New Accounts Counter 5377	URSA: Due Date Average Aging 54	URSA: Invoices Average Days in Ar... 47	URSA: Credit Info (Average Credit Ex... 73	URSA Dashboards
--------------------------------------	----------------	------------------------------------	------------------------------------	--	---	-----------------

Appointments

URSA: Planned Visit Number of Appointments 2055	URSA: Visit Completed Current Year Visit Completed Current Year 32,53 k	URGENT Activities Number of Appoint... 2
---	---	--

Sales - Opportunities and Quotes

URSA Open Quotes Number of Quotes 4532	URSA Completed Quotes Number of Quotes 584	URSA: Remaining Quantities Sales Quote Quantity MTQ 7,33 M	All Opportunities 7480	URSA: My Objects Current Month Counter 0	My Objects Current Month Table view not supported. Select the tile for report details.
--	--	--	---------------------------	---	---

Give Operational perspective for daily use

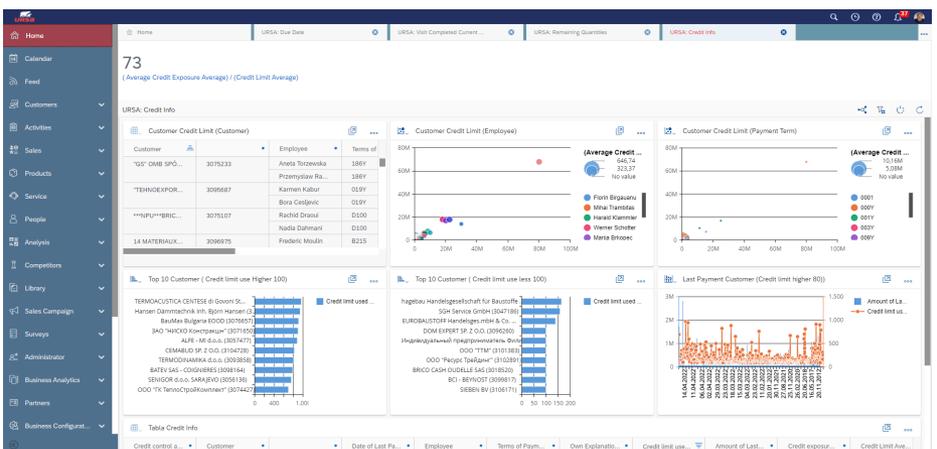
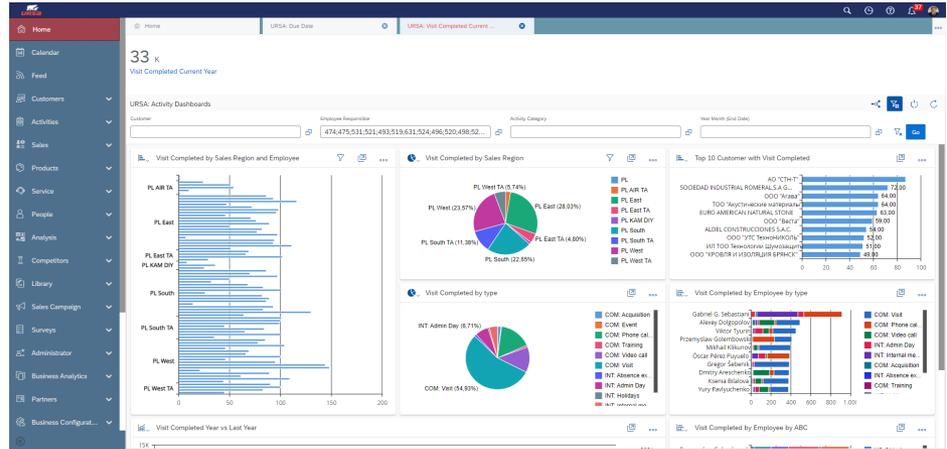
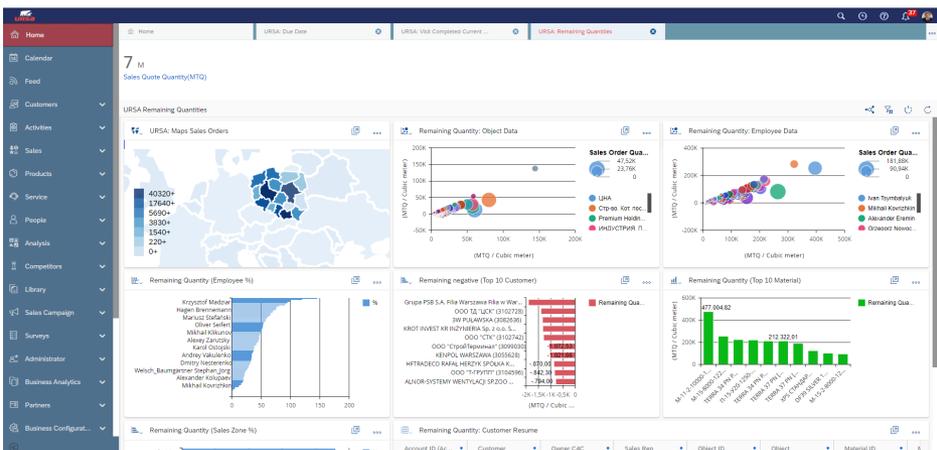
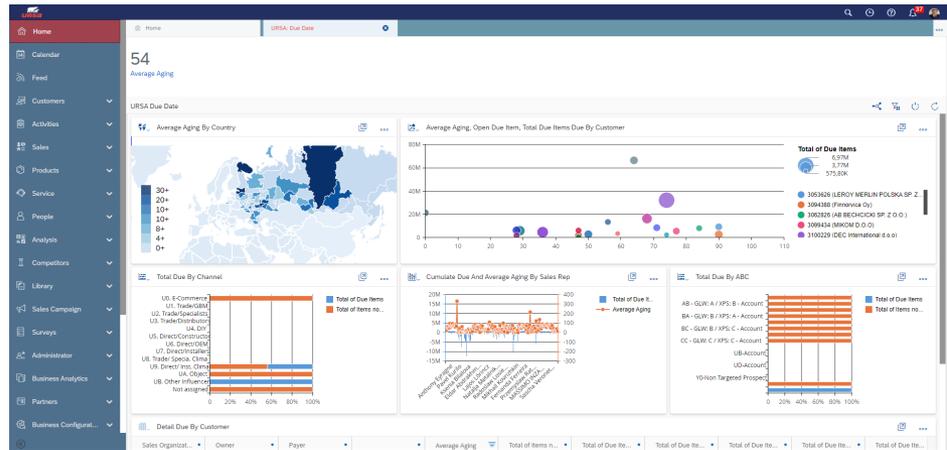
Basis to follow up internal activities

Different roles: Directors, Managers, Sales reps

Better knowledge of our customers

URSA CX Dashboards

Some examples from current dashboards

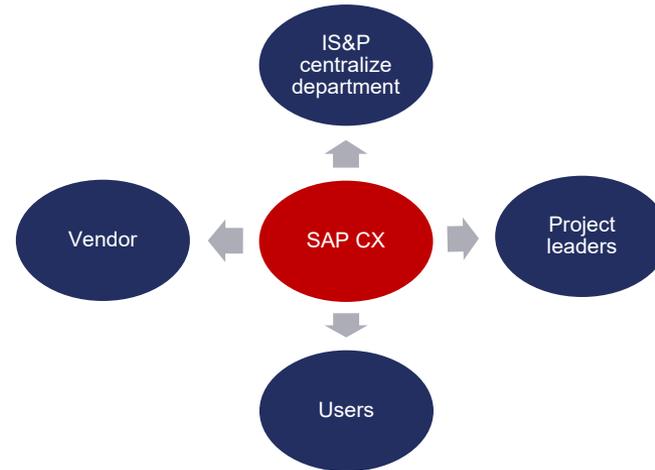


Focused into our Sales Representatives

Reduce workload to other departments

Interactives and easy to use

Global analysis Common decision among all countries.



- **WYSIWYG:** Our slogan !!!
- **Standard Solution:** Be aware about releases
- **CX Community:** Common decision among all countries
- **IS&P centralize department:** One unique and strong headquarter (eduardo.tinaquero@ursa.com and alberto.olmos@ursa.com) to harmonize current processes, to implement improvements and to coordinate all business initiatives.
- **Project leaders:** Managing CX implementation into their countries
- **Users:** Change management
- **Vendor:** Reliably partner to share knowledge with our company

Organizational

- WYSIWYG
- Design and implementation between business and IT
- Centralize IT Headquarter departments
- Strong project teams
- Agile collaboration and communication
- Business processes harmonization
- Master data management harmonization and understanding
- Simplify business processes focus into SAP CX
- Fast implementation due to internal resources
- Internal roll out implementation.
- Business change request managed by URSA CX Community
- Easy to learn, easy to use,...
- Partner selection

Technical

- Standard solution
- Data screen simplification
- Direct connectivity via Internet. No VPN
- Mobility (IOS, Android, Windows)
- Navigability: "Everything under one click"
- Offline functionalities
- SAP Portal
- SAP follow up releases
- SAP support: "We are sure it's possible to improve it"
- Reporting: It needs time, knowledge and experience



Certificate

SAP® Quality Awards
Bronze Winner 2019
IBERIA

awarded to

URSA Insulation, S.A.

in the category of
CX Customer Experience

November 26th, 2019

Rafael Braguna
General Manager SAP Spain

Jose V. Rausell
Quality Director SAP Iberia



Thanks for your attention

Merci de votre attention

Danke für Ihre Aufmerksamkeit

Спасибо за внимание

Dziękuję za uwagę

Gracias por su atención

