



# AUBI Baubeschlage GmbH

## Compaq NonStop™ eBusiness solutions for SAP CRM SAP Mobile Sales

### Benefits at a Glance

- *Highly available, scalable platform* from Compaq, the NonStop™ Internet company.
- *Outstanding stability and performance* thanks to Compaq ProLiant servers.
- *Excellent manageability and uptime* with Compaq hot-plug functionality.
- *Up-to-the-minute information* at the touch of a button for faster, more accurate and transparent response to customer needs.

“SAP Mobile Sales, mySAP.com™ and Compaq ProLiant Servers have equipped our field sales force with the ability to respond to customers faster and more accurately. With a Web client and a secure Internet connection, our sales force now have easy and immediate access to the consistent, real-time information they need to do their job.”

Werner Klar – *Controlling/IT Manager at AUBI*

### Security – Service – Quality

To consolidate a long and successful track record in the window fittings business, AUBI Baubeschlage GmbH decided to equip its sales force with SAP Mobile Sales and mySAP.com. It turned to Compaq as its tried-and-tested hardware partner to enable the new project. Like all aspects of business at AUBI, the project was guided by its motto “Security, Service, Quality”. And as past experience had shown, Compaq was ideally equipped to deliver on all fronts.

**COMPAQ**

### Long-standing tradition of success

Founded in 1873, AUBI can look back on 127 years of successful business in the window fittings trade. As a member of the Hoesch Group in the 1980s and the Krupp-Hoesch Group in the 90s, the window fittings division of AUBI was hived off as an autonomous company in 1995.

“With SAP Mobile Sales, mySAP.com and the computing power of ProLiant servers, we have pushed the information our sales force need to do their job from the backend to the frontend, thus achieving an integrated, synchronized view of customer information and market trends.”

Werner Klar

### Solution Overview

- **Hardware**  
Full ProLiant series
- **Software**  
SAP R/3 (HR, SD, FI, AM, CO, MM, MM-WM, QM, PS, PP)  
SAP Mobile Sales
- **Operating System**  
Windows NT
- **Frontend**  
Windows NT/2000,  
Microsoft Office
- **Database**  
ADABAS/SAP-DB, Microsoft  
SQL Server, Oracle
- **Users**  
160 (SAP R/3)  
40 (Mobile Sales with  
mySAP.com)

AUBI Baubeschläge GmbH now operates independently under the umbrella of the Siegenia Group. 1999 sales amounted to DM 110 million with 480 employees.

A lean organizational structure and a results-driven management style have contributed to AUBI's success. This is complemented by a sharp understanding of market demands and a customer-centered product strategy. With two operating bases in Germany and one production facility in Poland, AUBI is clearly positioned for sustained growth and success.



### Fresh start

When AUBI Baubeschläge GmbH was hived off in 1995, it needed a modern IT infrastructure to support internal business processes and replace the heterogeneous, outdated landscape in place at the time. On 1.1.1996, following one year of preparatory and investigative work, AUBI went live with SAP R/3 on Windows NT on a Compaq hardware platform. The decision in favor of Compaq was prompted by the exceptional reliability and performance of Compaq ProLiant Servers and Compaq's proven leadership in the SAP on Windows arena. As part of its *NonStop™* eBusiness strategy, Compaq is committed to providing enterprise customers with a scalable, highly available computing platform that is finely tuned for seamless compatibility with SAP CRM and mySAP.com. Particularly in view of difficulties experienced with competitor products at the time, Compaq's reliability and helpful, customer-oriented service approach were a welcome relief at AUBI.

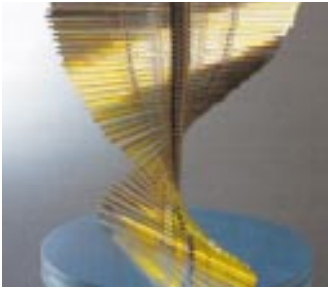


### Dynamic partnership

The entire ProLiant family (ProLiant 850, 1600, 6500, 2500, 3000, 4500) is now successfully deployed at AUBI, supporting all applications from file and print services to the mail system. Besides performance and stability, AUBI is also impressed with the ease of management and administration of the ProLiant Servers. Not to mention industry-leading availability with hot-plug functionality for controllers and disks. “Not only does Compaq deliver the technologies we need today, it provides clear growth paths into the future. Looking ahead, we would envisage clustering our servers for even higher availability as part of a Compaq StorageWorks solution. We already look forward to the next generation of ProLiant Servers and the performance enhancements it will undoubtedly bring,” says Werner Klar, Controlling/IT Manager at AUBI.

### CRM – Mobile Sales with mySAP.com and Compaq

As part of its initiative to enhance customer satisfaction, AUBI decided to investigate enhancing its enterprise-class application platform with SAP's Customer Relationship Management (CRM) offering in September 1999. By equipping its sales staff with the very latest CRM software, AUBI hoped to achieve a seamless line of integration between the front and backend. Always quick to adopt new technologies, AUBI participated in SAP's First Customer Shipment program for the Mobile Sales component of CRM. According to Werner Klar, “we wanted to push the information our sales force need to do their job from the backend to the frontend and achieve an integrated, synchronized view of customer information and market trends.”



#### **Record time-to-solution**

Understandably, Compaq was chosen to supply the hardware backbone for the CRM project. The project blueprint (process modeling, project plan) was completed by October 1999 and the new system went live in December. The entire project has been a huge success, with Compaq hardware delivering the performance and stability AUBI has come to know and expect from Compaq. AUBI plans to roll out additional Mobile Sales functionality during the course of 2000.

#### **Information at the touch of a button**

The new solution has dramatically improved the information flow and supply chain at AUBI, with all customer data available to the sales force at the touch of a button. Internal and mobile employees have access to the same data pool. "This enables a more customer-centric quality of service, greater efficiencies through real-time information, the elimination of unnecessary work, and reduced communication costs thanks to Web clients," explains Werner Klar. Improved communications from the sales force, in turn, gives AUBI a better insight into its customer base and requirements. This results in a clear competitive advantage.

---

**For more information on Compaq, visit:**  
**[www.compaq.com](http://www.compaq.com)**

© Copyright 2000 Compaq Computer Corporation. Compaq and the Compaq logo Registered in U.S. Patent and Trademark Office and in other jurisdictions. Product names mentioned herein may be trademarks and/or registered trademarks of their respective companies. The information contained in this brochure is subject to change without notice. Compaq shall not be liable for errors or omissions contained herein.

**COMPAQ**

