



## JEBSEN & JESSEN MARKETING

### CONSUMER ELECTRONICS DISTRIBUTOR FACES BUSINESS CHALLENGES HEAD-ON WITH ENTERPRISE SOA

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**Wirut Uttayapamonwut**, Country Service Manager, Jebesen & Jessen Marketing Thailand

#### QUICK FACTS

##### Company

Jebesen & Jessen Marketing's (J&J) product servicing center was overflowing with volumes of service requests from different sources. To improve their customer service and ability to handle the anticipated increase of service requests, J&J turned to SAP for a NetWeaver solution based on enterprise Service Oriented Architecture (enterprise SOA). J&J now enjoys a new streamlined servicing process, increased capacity handling and efficiency which translates to greater market competitiveness.

##### Website

[www.marketing.jjsea.com](http://www.marketing.jjsea.com)

##### Challenges and Opportunities

- Manual service request processing contributed to delayed turnaround time during product registration
- Data-entry procedure was inefficient and time-consuming
- Lack of collaboration between dealers and service center during service processing
- Unable to respond to customer enquiries and requests promptly

##### Objectives

- Significantly increase servicing capability
- Improve the accuracy and ease with which information can be retrieved
- Enable tracking ability of servicing requests to improve customer service levels
- Reduce servicing cycle time with improved quality control
- Increase the company's differentiation and ability to introduce value-added services

##### SAP Solutions and Services

- SAP NetWeaver® with enterprise SOA

##### Why SAP

- Easy integration with J&J's existing SAP ERP system
- Ability to capitalised on existing resources and knowledge
- Agility to implement new business processes in record time
- SAP NetWeaver with enterprise SOA platform is steady, reliable and scalable

##### Implementation Highlights

- Pilot solution was implemented within months in July 2007, with immediate phased rollout for go-live thereafter

##### Key Benefits

- Support higher volume of service requests without additional headcount
- Increased efficiency and productivity with online web solution
- Faster turnaround time for servicing
- Improved customer service capability
- Greater competitive advantage
- Capabilities for further business process innovation

##### Existing Environment

- SAP® ERP® 6.0
- SAP NetWeaver Composition Environment 7.0 (SAP NetWeaver CE 7.0)

##### Hardware

- IBM P Series Operating System

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## CONSUMER ELECTRONICS DISTRIBUTOR FACES BUSINESS CHALLENGES HEAD-ON WITH ENTERPRISE SOA

Thailand-based Jebesen & Jessen Marketing (J&J) is one of today's leading consumer electronics and lifestyle product distributors in the region. Its key products include cameras, MP3 players and air conditioners made by Casio, Fujitsu, iRiver, Olympus, Samsung and Sigma, which are distributed mainly to retail giants like Tesco and Carrefour, as well as independent dealers. To better serve its dealers and end-customers in Thailand, where J&J handles almost a quarter of all cameras supplied, the distributor turned to SAP NetWeaver with enterprise Service Oriented Architecture (enterprise SOA) to innovate and streamline its product warranty servicing process.

### Evolving Business Needs and IT Challenges

Established in 1971, J&J focused initially on the distribution of its products. As the company and product portfolio grew and customer demands changed, J&J realised it had to provide greater value-add for its customers, and thus began offering servicing and warranty management services.

However, J&J soon found that its Service Center was overwhelmed with the large volume of servicing requests which stretched the existing warranty handling process to its limits. The Service Center staff had inconsistent and incomplete essential product and customer information, and had to enter required data each time a product was brought in for servicing by customers, the post, or in batches from their dealers. This led to a bottleneck, delaying the entire servicing process and prolonging J&J's turnaround time. As a result, J&J's efficiency and customer service ability was under pressure to keep up to its desired standards.

With the business growing rapidly and the anticipation of monthly servicing requests doubling to 2300 in the near future, J&J realised it needed to adopt a new strategy for its service processing and delegate some of the servicing tasks out of the service center.

### SAP Extends A Helping Hand

The company turned to SAP to enhance their existing landscape with the latest SAP NetWeaver CE. Developing the new business scenario based on enterprise SOA allowed for rapid development, easy integration, fast adoption and deployment to rollout their new business process.

"Enterprise SOA was the natural choice for us as it would integrate seamlessly with our existing SAP system. We have been using SAP for close to nine years now, and it has always provided us with a reliable IT platform for our business needs," says Gopal Varutharaju, Information Technology Director, Jebesen & Jessen SEA.

Further advantages of using SAP's platform include its modular nature which makes the solution flexible and highly scalable, elements which are necessary to support J&J's future business requirements and projected growth.

Phase One of the "Warranty Dealer Self Service" pilot solution was implemented within two months from July 2007, with a planned phased rollout to the entire Thailand dealership by February 2008.

### An Innovative Business Solution

Through SAP NetWeaver, a self-service platform for dealers was developed so that they could log-in to J&J's Service Center system and submit their warranty servicing requests directly. The process for the whole service cycle is then initiated by the dealer, who has direct contact with the customer, rather than the service center. As a result, the problematic and time-consuming data entry process was reduced by 50 percent, which alleviated the overloaded service desk and allowed an additional 30 percent capacity of service requests to be handled, all within the targeted turnaround time taken to complete servicing of a product. J&J has also benefitted from the change on the service cycle, noting marked improvements in its logistics, and its ability to anticipate incoming service items and eliminate unnecessary pickups.



“The efficiency and instant visibility of information that enterprise SOA brings has boosted our selling position as a leading distributor in the region. The statistical data that we now have on our service and turnaround capabilities certainly help us build a stronger case against our competitors.”

Mr Gopal Varutharaju, Information Technology Director, Jebsen & Jessen SEA.

“The self-service platform has made our workflow process much more efficient. The staff used to spend most of their time on data entry, but with the new business process, they can now focus on providing quality customer service,” says Wirut Uttayapamonwut, Country Service Manager, Jebsen & Jessen Marketing Thailand.

In addition, the online self service solution’s data capture and retrieval has resulted in simplification, reducing redundancy and inconsistency of the customer and product information. With the real-time status visibility, dealers enjoy the extra advantage of being able to respond immediately to customer enquiries and provide up-front estimates without having to refer repeatedly to the Service Center.

“Information on the status of the service request is instantly available through J&J’s portal web based solution and this capability has really provided value-add to my business. I can now revert quickly to my own customers on the time needed to service their camera or MP3 player, and my customers appreciate it,” says Prawit Ruggises, General Manager, IT City.

More importantly, the new platform unleashes more potential capabilities for further business process innovation and flexibility. The scalable solution also makes J&J more competitive, a necessity amidst the growing market demands from both dealers and end-customers, and helps the company improve its quality of service and increase customer satisfaction.

### Leveraging on enterprise SOA for the Future

Moving forward, J&J expects to develop its SAP NetWeaver platform further by launching sub-applications and extending the solution’s capabilities. For instance, in Phase Two of its new solution implementation, J&J will be developing a notification service that will allow it to inform customers and dealers when they can collect their serviced product. J&J also plans to roll-out the new business scenario to its business network throughout South East Asia, upon complete implementation in Thailand.

“From the business perspective, enterprise SOA has definitely lowered our cost of ownership and given us greater agility in handling future business challenges. We look forward to developing more enterprise SOA programs which we are confident can help us grow our business,” says Mr. Varutharaju.