



IGEPA Group GmbH & CO. KG  
Hamburg, Germany  
www.igepagroup.de

#### Industry:

Retail

#### Annual Revenue:

US\$2.07 billion

#### Employees:

2,350

#### Oracle Products & Services:

Siebel CRM Sales Base  
Siebel CRM Service Option  
JD Edwards EnterpriseOne

#### Oracle Partner:



Cirquent GmbH  
www.cirquent.de

**“We wanted to strategically reposition our business using a professional CRM system. With Oracle’s Siebel CRM 8.0 applications, we found the right platform to do that.”**

– Peter Mischok, Managing Director, igepa papertec GmbH

## The IGEPA Group Improves Quality of Service with Access to Accurate, Up-to-Date Customer Information

The IGEPA Group is a leading European paper wholesale group that serves more than 40,000 customers. The group includes 10 companies in Germany. igepa papertec GmbH is the IT service provider for the group, serving 1,200 users from its central data processing center in Berlin, where it also maintains, administers, and develops IT applications.

### Challenges

- Replace the company’s legacy customer relationship management (CRM) solution to meet the growing demands of the group’s day-to-day business activities
- Integrate the new CRM solution with the company’s existing enterprise resource planning (ERP) system
- Expand CRM capabilities to provide insight into competitor product data and cross-selling opportunities, as well as to provide support for joint projects within the group
- Improve field staff management, prospect processing, sales quotes, and the quality of service to customers

### Solution

- Integrated Oracle’s Siebel CRM 8.0 and Oracle’s JD Edwards EnterpriseOne ERP applications via a middleware product to provide standardized process development
- Gained the analytic capabilities to produce standardized, customer-specific visit reports—facilitating identification of potential sales
- Enabled the group to generate product- and range-specific marketing campaigns targeted at particular demographics
- Provided expanded capabilities to synchronize business processes for in-office and field-based staff, including improved calendar functionality and access to activities overviews
- Eliminated duplicate data entries by providing a single customer number for converting prospects to customers across the group’s CRM and ERP systems
- Provided the group with up-to-date sales figures and up-to-date information on orders, credit notes, and sales quotes
- Gained access to business process advice and specialist skill-sets from Oracle Partner Cirquent GmbH to facilitate a smooth implementation of the Oracle solution