



SCA Packaging member of the SCA Group, is a European leading provider of customer-specific packaging solutions with emphasis on state-of-the art design and local service close to customer facilities.

With a product portfolio that includes transport, consumer and display packaging, customised protective packaging, industrial packaging and heavy duty, SCA Packaging answers to each market requirement. SCA Packaging is Europe's second largest producer of containerboard paper used for the manufacturing of corrugated board. SCA Packaging employs more than 15,218 people at almost 175 production units in 25 countries.

SCA Packaging is using Microsoft SharePoint where greater collaboration can bring benefits, which is particularly beneficial when you have so many countries and regions working on similar challenges and projects. Fast Track is our first SharePoint based 'application' that has been successfully implemented

SCA Sales & Marketing Program

Early in 2008 SCA introduced a new Sales & Marketing program focusing on Commercial Excellence. This program introduces sales process that walk a sales person from meeting new prospects to closing a sale. Our program focuses on providing world class tools and processes to the sales teams to help them analyze SCA Packaging's performance with existing customers as well as to structure the process of developing profitable new business with new customers.

Julie Souquet, Program Manager Commercial Excellence, puts it this way.

"Nowadays to be a word-class marketing & sales organization it is necessary to meet customer expectations and follow market evolution. Our 7 Step Sales process is a structured way of accompanying the customer through the sales process. Having such a

process with a common language, KPIs and tools helps to better understand the strengths and weaknesses in each of the steps. It allows us to focus our efforts on continuously improving our sales performance in the areas where it is needed."

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BPA CRM rebranded as Fast Track

To facilitate the management of key actions across the business, another SCA designed sales support tool has been introduced and was rebranded as Fast Track that is supported by the BPA CRM.

Martin Jones, Business IT Manager says:

Fast Track has been developed to support our Sales Team by providing the ability to define and follow up on account plans, to develop new and existing accounts using the SCA Sales Process and to follow up on actions that deliver value to the front line. Fast Track is simple and intuitive to use.

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The business case for developing the Fast Track tool supported by BPA CRM was the need to provide a sales processes management tool that aims to ensure that pre-defined & aligned processes will be effectively embedded into the daily workflows of the Marketing & Sales Organization through, e.g.

- Supporting / Automating workflows in and between external sales, back office & design
- Storing all customer-related data in a central location for each individual sales cluster.



Business benefits identified so far are:

- Sustainable change to become 'World Class'
- Improved response time towards customers
- Increased productivity of the commercial front line

The 11 points below are what SCA Packaging needs to achieve in order to become a World-Class Marketing and Sales organization.

1. Income increase	X
2. Costs reduction	X
3. Market / Business growth	X
4. Working Capital Reduction	
5. Customer Insight and Cooperation	X
6. People Development	X
7. Product Development and Innovation	X
8. Brand development	X
9. Global / Best practice Business Processes	X
10. Covers legal requirements	
11. Reduces business risks	X

The ticked points on the left are the ones where BPA CRM can help to reach the objectives.

The use of BPA CRM as the core of the SCA Packaging Fast Track solution brings in a methodology that gives a more robust selling process helping us increasing sales and reducing costs through Account Plans management and related actions.

Introducing Fast Track along with Best Practices also reduces business risks as we are capturing customer insights in a structured way in one single tool, where we used to have this knowledge distributed over many different systems and paper documents in the past.

SCA also uses Cognos as a Business Intelligence tool that joins up Fast Track data with data from other sources to give a strong, coherent reporting base to the organization.

Result

This has been a relatively low cost investment to provide a platform and base that will evolve and develop as our Sales processes mature and refine.

SCA had issues when trying to implement standard CRM systems in the past and now sees the value of starting with a limited scope and then extending as the tools and processes become embedded in the organization.

We know we could start with a limited scope and then make the tool evolve because Fast Track is very easy to adapt to our processes by our internal staff and with little or no development.

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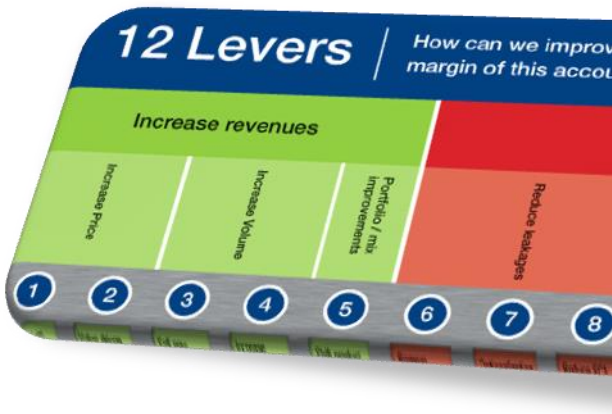
BPA has helped SCA get off to a Fast Start and SCA have been able to quickly adapt BPA CRM to support SCA required processes.

This tool set will provide significant support to SCAs World Class Marketing and Sales efforts.

We have been live with our Fast Track solution for about 6 months now in one of our locations and the feedback we get from the users, and all the persons we demoed the solution to, is that it is a great tool that has started to be deployed to other SCA Packaging locations. We have now around 700 actions tracked in the system.



SCA Packaging's roadmap is to deploy Fast Track in other locations across Europe in the coming 2 years. A big effort has been done to automate Fast Track's deployment in the different countries and languages.



For more information, visit www.scapackaging.com

Work the Way we Work

- Intuitive and simple to use
- Aligned with our world-class marketing & sales processes
- Integrated with our external systems
- Will grow with our organization

Minimized Cost

- Low cost investment
- Maximized value for money