



# Deloitte.



## Laboratory innovation with cloud and IoT

VELP Scientifica collaborated with Deloitte to develop an IoT solution focused on customer needs—a user-friendly, time-saving, cost-saving platform that customers would *want* to use and would willingly *pay* to use.

### QUICK STATS

Year established

# 1983

Headquartered in

## Usmate Velate, Italy

Distribution network:

# +90

 countries

# 4

 diversified business categories for laboratory instruments

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### THE ISSUE

For VEP Scientifica, a global provider of laboratory instruments, connecting more meaningfully with customers has become critical to operating in a highly competitive industry—and essential for thriving in today's rapidly changing digital economy.

### THE SOLUTION

To position the organization for the future, VEP Scientifica deployed a cloud-enabled, customer-facing IoT platform that could collect data and offer insights into how customers use the company's laboratory machinery and products—allowing VEP Scientifica to continuously enhance designs and identify new business opportunities.

#### SAP technologies enabled

SAP® Cloud Platform

SAP® Leonardo IoT capabilities

SAP Fiori®

SAP® CRM 7.03

SAP® ECC 6.07

### THE IMPACT



Providing remote customer service and assistance more efficiently—such as helping to control machine parameters



Capturing IoT data to develop stronger customer profiles for use in marketing activities



Building a repository of insights into how customers use machinery, helping improve product design and development



More effectively reaching end customers—promoting new products and services



Bolstering customer loyalty to the VEP brand and its products

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