



Taking labs to the next level with cloud and IoT

VELP Scientifica tightens the
customer connection

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How can businesses connect with customers more meaningfully in a rapidly changing digital economy? For VELP Scientifica, a provider of analytical instruments and laboratory solutions to organizations involved in scientific research, answering that question has been front and center.

Building and strengthening connections—whether human-centered relationships or technology-driven ecosystems—offers VELP Scientifica potentially big opportunity. In a highly competitive industry, having more tightly integrated data, systems, and processes can

help VELP Scientifica leverage Internet of Things capabilities to support new products and services, enable customers and employees to accelerate science and improve research, and bolster loyalty to the VELP brand.

Turning a vision of value-driven hyperconnectivity into a reality with SAP® solutions, however, can present layers of challenges. How can you put together all the pieces? How can you align new and existing technologies with processes? And how can you deploy a solution that can adapt as enterprise needs and business demands evolve?



The way forward

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The solution

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The payoff

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Let's talk



The way forward

To position the organization for the future, VELP Scientifica leaders turned their attention to developing a cloud-enabled, customer-facing IoT platform that could collect data and offer insights into how customers use VELP Scientifica laboratory machinery and products. Such an approach with SAP solutions would allow the company to continuously enhance designs and identify new business opportunities.



The way forward

Beyond insights, such a platform also could support a channel for communicating with end customers and more effectively providing them with information on new and related VELP Scientifica products and services. More than that, an IoT solution could offer the possibility of a new level of service: remote customer assistance, for help with setting machine parameters in the lab, for example.

VELP Scientifica collaborated with Deloitte to develop just such an IoT solution, intent on building a valuable SAP platform that customers would want to use and would willingly pay to use. The final solution had to be user-friendly while offering customers the potential to save time and related costs.

To start turning the platform into a reality with SAP technologies, VELP Scientifica worked with Deloitte to address strategic needs, defining the business requirements, the various customer journeys, the operating model, and an implementation roadmap. The company and Deloitte then collaborated on technical design— from hardware and software specifications of connected machines to security standards to application design to architecture design, including integration with VELP Scientifica's customer IT landscape.

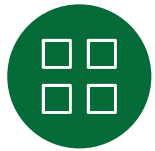
Impacts from transformation

- Enhanced insights on customers and product usage
- Improved customer service
- A stronger foundation to support marketing



The solution

With strategic and technical designs clearly laid out, VELP Scientifica and Deloitte moved forward with end-to-end implementation, testing, and launch. The final integrated solution included a host of SAP technologies:



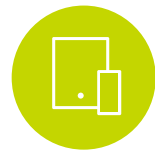
SAP Cloud Platform plus SAP Leonardo digital innovation system capabilities to extend applications and connect devices to the platform



SAP CRM 7.03 for collecting data on product registration and customers, for profiling customers and to execute marketing campaigns



SAP Fiori® for a user-friendly interface for VELP Scientifica workers, customers, and dealer network members



SAP ECC 6.0 to serve as the ERP system and the source of the equipment/device data

To address the high complexity of the project, VELP Scientifica and Deloitte undertook a “think big, start small, scale fast” approach—with a clear roadmap to help avoid pitfalls. As an IoT project, the solution required a wide array of skills covering business strategy, benchmarking, market research, technical architecture, user experience design, system integration, and backend development. VELP Scientifica worked closely with Deloitte to help manage all the components and talent required for the solution.

Going forward, ongoing collaboration with Deloitte should help VELP Scientifica understand how new capabilities—with SAP Leonardo, for example—could help the IoT platform evolve to meet the changing needs of business.



The payoff

By working with Deloitte to launch a new IoT platform to connect with customers in the lab, VELP Scientifica has positioned itself for a number of potential benefits. As the new cloud-enabled solution continues to evolve, it could help the company:



Build a repository of insights into how customers use machinery, helping VELP Scientifica enhance designs and identify new opportunities



More effectively reach end customers and market new products and services



Provide remote customer assistance more efficiently, such as helping to control machine parameters



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



Bolster customer loyalty to the VELP brand and its products



01

02

03



Let's talk

If building stronger connections with customers is a priority for your organization, Deloitte can help. Our SAP relationship dates back decades, with a current global corps of more than 18,000 business and technology professionals focused on SAP solutions. As SAP's first launch collaborator for SAP Leonardo, we have invested heavily in developing new resources to help organizations lead with cloud and IoT capabilities. We can help your organization, too. Contact us to get additional insights, discuss a specific challenge you want to address, or find out more about our strength with SAP solutions.

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