



How Can a Powerful Business Network Put a **Global Spotlight** on World-Leading Specialist Products?

Placing a diverse array of **more than 15,000 items** at international buyers' fingertips 24x7

Denios SE is the go-to partner for many of the world's largest industrial enterprises, from automakers to chemicals companies that need to store and handle hazardous materials in a safe and sustainable way. Manufacturing its solutions in Europe, Asia, and the United States, Denios aims to offer customers, wherever they are, a full program of services, including short delivery times and digitalized services. As part of these efforts, the company needed an **e-procurement system** that would let these buyers access detailed product information and place orders at any time, making it even easier for them to protect their employees – and the planet.

THE BEST RUN



Satisfying Customers and Expanding Global Sales with SAP® Business Network

Before: Challenges and Opportunities

- Automate procurement and augment existing sales channels through a global network that lets buyers access product information and place orders automatically at any time
- Increase efficiency of procurement by removing unnecessary workflows and processes
- Better equip sales teams to build on relationships with key accounts across diverse markets

Why SAP

- SAP® Business Network, aiding collaboration with buyers across the world
- Efficient processes enabling speedy, intuitive catalog creation
- Paperless inquiry handling and order processes that help reduce the company's carbon footprint

After: Value-Driven Results

- Better customer experience with smoother ordering, reduced errors, faster delivery, and instant access to country-specific product information, including detailed, multilingual, and image-rich descriptions
- Reduced manual processes, with 80%–90% of some customers' orders transmitted automatically, increasing efficiency, cutting costs for both Denios and its customers, and freeing teams to focus on great service and consulting
- Key contributor to a sales increase of 28% in three years by meeting global brands' need for harmonized, leaner processes and fewer suppliers
- Optimized processes across multiple departments by adopting best practices of SAP Business Network
- A springboard for further digital transformation in a company already recognized for its innovation



“We cannot imagine a world without SAP Business Network. It enables a consistent, efficient approach that helps us work as partners with customers and build **long-lasting relationships**.”

Felix Förster, Head of Key Account Management, Denios SE

>230

Buyers across multiple countries served by SAP Business Network

>100

Catalogs uploaded to the network

40%

Reduction in natural resources consumed, supporting a strong sustainability ethos

Denios SE
Bad Oeynhausen,
Germany
www.denios.com

Industry
Industrial
manufacturing

Products and Services
Hazardous materials
storage and work safety
solutions

Employees
1,000

Revenue
€250 million

Featured Solution
SAP Business Network

THE BEST RUN

