



YANMAR Marine: Automating Sales and Production Processes to Improve Customer Satisfaction

YANMAR Marine International, a manufacturer of diesel boat engines, strives to create a smooth customer experience in each of its global branches. To deliver on its goals of steady sales and improved customer satisfaction, the manufacturer knew it needed to make changes to its core business processes. It lacked standardized automation of internal processes, oftentimes relying solely on disjointed, manual processes to keep track of orders, manage inventory, and conduct production planning. This siloed approach to business limited YANMAR Marine's ability to communicate with its customers, maintain a flow of sales, and achieve positive closing times.

To optimize its core processes and improve customer satisfaction, YANMAR Marine wanted a team of experts to help it transition its manual systems to a low-cost, cloud-based ERP that would give it the critical tools for increasing visibility, optimizing employee time, and improving overall productivity. With critical data within a single point of access, the company believed it could meet customer needs at a faster rate and **create a more productive work environment.**



Improving Customer Experiences Through Automation with SAP S/4HANA® Cloud, Public Edition



Before: Challenges and Opportunities

- Manual back-office processes, requiring time-consuming data entry within multiple systems
- Lack of order status visibility, reducing the quality of overall customer experiences
- Poor inventory management and visibility due to manual order entry and management in Microsoft Excel, impeding communication with customers and suppliers
- Legacy systems creating less-agile workflows that were not supported with continual updates

Why SAP and Quinso B.V.

- SAP S/4HANA® Cloud, public edition for a centralized, cloud-based ERP with lower maintenance costs and minimal vendor lock-ins
- SAP® Business Technology Platform for opportunities to create a smoother customer experience by enabling greater control and visibility for business operations and the supply chain while reducing manual entry processes
- Quinso to support the implementation with the SAP Activate methodology, delivering tailored guidance and best practices

After: Value-Driven Results

- Enterprise-wide automation, increasing efficiency of status updates, stock visibility, and configuration processes
- Centralized and real-time order and product information to serve customers better
- Better internal and external communication through clearer data and process policies
- Greater rates of customer satisfaction, improving sales and brand image

“SAP S/4HANA Cloud, public edition allows our users to work proactively with **standardized and efficient systems and processes** in order to support the business and seize opportunities for growth.”

Floris Lettinga, Senior VP Sales, YANMAR Marine International

40%

Saved business process time

25%

Increase in working capital due to greater stock visibility

Featured Partner



YANMAR Marine International
Almere, Netherlands
www.yanmar.com

Industry
Industrial manufacturing

Products and Services
Diesel engines for marine vessels

Employees
300

Revenue
¥871.4 billion (US\$6.47 billion)

Featured Solutions and Services
SAP S/4HANA Cloud, public edition, SAP Activate, and SAP Business Technology Platform





Improving Customer Satisfaction with Standardized Internal Processes

To standardize and automate its internal workflows, inventory management, and data processing capabilities, YANMAR Marine International wanted to transition its global enterprise onto a cloud-based ERP that would enable it to create smoother experiences for its customers. The manufacturer chose SAP S/4HANA® Cloud, public edition to eliminate its manual processes in favor of cross-enterprise automation and standardization. To make this transition a minimal-risk venture, it enlisted the assistance of SAP partner Quinso B.V., which used the SAP® Activate methodology to guide the implementation of the new ERP software.

With SAP S/4HANA Cloud, public edition and SAP Business Technology Platform as its digital foundation, YANMAR Marine now has real-time visibility into its supply chain and internal operations. This enables the company to better serve its customers, communicate information between branches and employees more efficiently, and focus on areas of innovation to fuel the future of its production.

By creating an intelligent enterprise that helps streamline all aspects of its operations in a more standardized fashion, YANMAR Marine hopes to adapt its core model of work to keep up with customer demands in an increasingly digitalized market.

“We don’t want to deal with distracting things such as IT and cybersecurity, software and hardware support, VPNs, backups, or on-premise servers. SAP S/4HANA Cloud, public edition helps us **automatically adapt new technology** and allows us to focus on our core business: building engines and ensuring that the customer has a beautiful and carefree day on the water.”

Floris Lettinga, Senior VP Sales, YANMAR Marine International

5x

Increased productivity,
saving two FTEs in the
back office

