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This project has gone extremely well, and the part I am most proud of is how it demonstrates that, with the business, we can deliver leading-edge services in a very cost-effective, collaborative and innovative way.”

Gavin Walker
CIO, NATS



Transforming business-to-business customer relationship management with SAP's cloud-based solution

NATS, in collaboration with Capgemini, is the first in the UK to implement the SAP Cloud for Customer solution. As a result, employees can access advanced functionality via mobile devices anytime, anywhere, dramatically improving sales processes. Other benefits include a “single version of the truth” – with information available in real time – and fast, fully automated reporting and workflow capabilities that are saving the organisation time and money.

NATS is well established as the main air navigation service provider in the UK. It is now becoming a leader in innovative air traffic solutions and airport performance, working with airlines and governments globally.

The situation

For several reasons, NATS urgently needed to replace their CRM system, used to support its business-to-business (B2B) sales activities. The legacy solution was limited in its handling of bid and sales data, so that important information was often recorded in separate spreadsheets and forms. This meant there was no “single version of the truth”.

In addition, many processes were manual, and therefore time-consuming: approvals, for example, were handled offline, and could take several days to complete. Overall, the system was not user-friendly, and as a result the data quickly become out of date.

NATS therefore decided to move to a new solution that would provide richer functionality together with a modern user interface (UI) and real-time reporting.

People matter, results count.

The solution

Capgemini analysed NATS' requirements and supported a review of the leading CRM solutions in the market. We recommend SAP's Cloud for Customer (C4C) for Sales as a good fit for the specific requirements. In addition, its cloud-based architecture meant it was capable of rapid implementation to meet NATS' tight timescale.

C4C offers innovative functionality to help increase sales effectiveness and improve the response to customer requests.

Specific features that made it suitable for NATS included:

- Ease of access, particularly mobile access:
 - Intuitive user interface based on HTML5
 - Readily integrated with existing tools such as Microsoft Outlook, with seamless appointment booking, tasks and feeds
- Efficient and real-time reporting:
 - Role-based, real-time dashboards providing essential KPI visibility
 - Automated workflows framework for bid approvals
- An innovative, cost-effective platform:
 - Cloud-based – a feature which accelerates time to value and avoids the need for infrastructure investment
 - Powered by HANA delivering real-time reporting capability and performance benefits

NATS decided to go ahead and implement C4C. A joint NATS-Capgemini team collaborated closely, following a combination of SAP's cloud methodology and Capgemini's own methodology, iSAP. We adopted an agile, iterative implementation approach, holding daily consultations with end-users to keep the project on track and set the right expectations.

The implementation was accelerated by the use of a pre-configured cloud tenant developed by Capgemini. This provided a platform to deliver demonstration capability of NATS requirements and as a result accelerated user adoption and achieved a high degree of confidence in the solution delivered.



Brilliant job... very well done to you and the team. It's great when a plan comes together."

Andy Head

Business Development Director, NATS

Results

The system went live on schedule within a period of just 16 weeks.

NATS is already realising substantial business benefits, including:

- Faster reporting. The time taken to produce monthly reports has halved, with immediate savings in time and effort – a big step forward in terms of transformation of data quality, visibility and reporting
- Improved control and reduced costs resulting from workflow automation
- Delivered a modern UI capability across device
- Better-informed decisions. Self-service dashboards, together with links to Outlook, have increased the efficiency of the business development team

In coordination with 

NATS is a leading air navigation services specialist, handling 2.2 million flights in 2013/14, covering the UK and eastern North Atlantic. NATS provides air traffic control from centres at Swanwick, Hampshire and Prestwick, Ayrshire and also provides air traffic control services at 15 UK airports and, in a joint venture with Ferrovial at a number of airport towers in Spain.

Building on its reputation for operational excellence and innovation, NATS also offers aerodrome, data, engineering and consultancy solutions to customers worldwide, including airports, air traffic service providers and Governments. There is more information on the NATS website at www.nats.aero

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