



## SAP award for innovative Frosch app

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Werner & Mertz has been honored for its successful implementation and integration of SAP Retail Execution. The new Frosch app gives Werner & Mertz sales representatives in the field a mobile means to arrange timely delivery of dishwashing detergent displays, ensure the visual appeal of shelf maintenance and reliably manage repeat orders from retailers. Data are retrieved via an iPad. As recognition of the integration of this SAP app, SAP Deutschland gave the IT team at the Mainz-based company the Mobility Excellence Quality Award, which the software producer presented for the first time in the Innovation category. To earn a Quality Award, a company has to use SAP principles of quality in the successful implementation of a solution from one of the three innovation areas of SAP HANA, Cloud and Mobility.



Larissa Liske and David Biermann happily accepted the SAP Quality Award. The Werner & Mertz project team impressed the jury with its mobile tool for the iPad, which has accompanied sales reps on trips since the beginning of last year.

David Biermann and Larissa Liske from Werner & Mertz accepted the award in Mannheim. "A reduction in complexity made a significant improvement to the efficiency of visits to the customer. Because the administration time was cut back, more visits could be made," said the largest European software producer about the IT team at Werner & Mertz, which carried out the project with implementation partner maihiro GmbH.

Successful SAP implementations are distinguished by good project planning with a high level of quality and concentration on fast and affordable implementations that adhere to SAP standards. Projects are evaluated on the basis of 10 principles of quality recommended by SAP. The objective is to achieve project results that generate added value for the business while satisfying requirements for rapid implementation cycles. SAP gives Quality Awards in the categories of Business Transformation, Rapid Delivery and the three SAP innovation areas of Cloud, HANA and Mobility. The family-owned Werner & Mertz is among award winners such as Schott, Beiersdorf and Barmenia health insurance.



Werner & Mertz (from left): Irimi Kalamaris, SAP Quality Director Germany; Larissa Liske, Werner & Mertz sales management; David Biermann, Werner & Mertz head project manager, Jochen Hofer, SAP COO S Landesgesellschaft Deutschland. Fotos: SAP Deutschland/Werner & Mertz



Project Manager Biermann presented the CRM Mobile Project to the jury. He and Sales Manager Liske were especially pleased that Werner & Mertz, as the local Excellence winner for SAP Deutschland, is automatically nominated for the Quality Award Europe. Regional winners are expected to be named in April 2015.

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