



D Y N A B R A I N S
Power your Business Digitally

CASE STUDY | **Whirlpool**
CORPORATION

SAP SD | Offline Pricing Simulation
Sales Quotation & Orders Intake

HOW WHIRLPOOL EMEA POWERED SALES FORCE USING OFFLINE TOOLS WITH Neptune Software

The new enterprise app provide a valid support to sales force achieving the goal of a powerful Offline and SAP integrated tool for CPQ – Configure Price Quote



WHIRLPOOL OUTLOOK

Industry

The Whirlpool Corporation is an American multinational manufacturer and marketer of home appliances, headquartered in Benton Charter Township, Michigan, United States.

The Fortune 500 company has annual revenue of approximately \$21 billion, 92,000 employees, and more than 70 manufacturing and technology research centers around the world.

The company markets Whirlpool, Maytag, KitchenAid, JennAir, Amana, Gladiator GarageWorks, Inglis, Estate, Brastemp, Bauknecht, Ignis, Indesit and Consul.

DEPARTMENT	Sales
INDUSTRY / SECTOR	Consumer Goods (Domestic Electronic Appliances)
SAP VERSION	ERP ECC EHP8 / SAP SD
DEVICES	Laptop and Tablets
IMPLEMENTATION TIME	6 Months

ABOUT DYNA BRAINS

Power your Business Digitally. Dyna Brains is a boutique SAP consultancy that has been established by a team of consultants with proven international experience with the aim to transform their knowledge into value for their customers. Thanks to an in-depth knowledge of the business processes in industries such as Fashion, Retail, Ceramics, Real Estate, Mechanical, Textile and Shipping & Transportation, Dyna Brains is committed to help its clients to find the leanest and most optimized solutions by working hand in hand with them and identify a suitable road map to improve their SAP landscape according to their needs and the best practices.



Learn how Whirlpool EMEA partnered with Dyna Brains and Neptune Software empowered the sales force team through the deployment of an offline easy-to-use web application for the complete control and governance of the sales quotation and order acquisition. Pricing simulations with what-if analysis are totally under control.

CHALLENGE

Full governance of sales offering to market

The market challenge for electronic domestic appliance runs on pricing leverage and strategies. Whirlpool’s management is conscious that a the deployment and the adoption of a strategic commercial policy is the base for the complete governance of the CPQ processes to guarantee a valuable deal to the customers and to the market.

For Whirlpool’s trade marketing department the challenge was to find a solution that can provide a complete and integrated governance of pricing simulation, sales quotation and sales order intake on SAP, having a easy-to-use web user interface with a modern and coherent look and feel with Whirlpool’s brand identity that can substitute the current excel based application.

APPROACH

Acquire quotes and orders using a what-if pricing simulation

Working together with Dyna Brains, Whirlpool EMEA discovered a reliable and innovative partner to face up the challenge of having a fully digitalized offline application for the sales force.

The approach was starting with a design thinking phase where the frontend UX was designed in Neptune within the backend application logics on SAP.

Based on the stakeholders’ requirements, Ugo enlisted developers skilled in using and building apps with the Neptune DX Platform through Dyna Brains Competence and Software Delivery Center in North Macedonia.

To ensure a full integrated pricing engine on Neptune application, Dyna Brains designed a customer/sku pricing data lake engine that transfer to the Neptune app all pricing waterfall combinations in complete compliance with Whirlpool’s commercial policy.

RESULTS

From Excel to Neptune Easy Order

One of the key success of the project has been the scalable and big flexible solution of using a great combination of application features of Neptune Planet 8 and SAP to develop a solid and low maintenance application structure.

The goal of having a fully customizable web application that can be driven completely by SAP, gave to Whirlpool GIS department the chance to centrally drive the application evolution and maintenance reducing TCO and CAPEX.

Neptune Software represents an easy way to leverage the power of SAP with modern user interfaces and mobility



ABOUT NEPTUNE SOFTWARE

Transform your IT team into a Rapid Innovation Powerhouse. Neptune Software is a global company with more than 550 customers and 2mio end-users that is dedicated to empowering enterprise IT teams to drive business results. We help accelerate your enterprise application development projects and quickly realize your digitalization strategies— all while transforming your IT team into a rapid innovation powerhouse.

To learn more about how you can take advantage of our powerful development platform to bring secure, user-friendly enterprise grade application strategies to life quickly and cost effectively, visit our website at: www.neptune-software.com