



Device Technologies Australia selects SAP Business Communications Management for contact centres in Australia and New Zealand

BluLeader to manage implementation and ongoing enhancement of SAP Customer Management processes and solutions at Device Technologies

Sydney, Australia, Nov. 7, 2011 SAP Australia and New Zealand announced today that Device Technologies has selected SAP Business Communications Management for its contact centres in Australia and New Zealand. Device Technologies is a major supplier of leading edge medical equipment and consumables to hospitals and healthcare professionals throughout Australia and New Zealand and will work with SAP implementation partner, BluLeader, to implement the solution.

Device Technologies already uses SAP ERP, CRM and Warehouse Management technology and needed a solution that could seamlessly integrate with these existing systems. SAP Business Communications Management 7.0 provides an advanced all-IP communications solution for multichannel content centres and contact-intensive, multisite organisations. It replaces traditional communications systems hardware with a software-based IP telephony solution that improves staff interactions with customers and partners. Combined with existing systems SAP BCM provides Device Technologies with an end-to-end client interaction system with full visibility of all client actions.

Device Technologies has bought 50 agent licences for its contact centres which are located in NSW, QLD VIC, SA, WA and New Zealand. The contact centres will be handling inbound and outbound call, email, fax and SMS. BluLeader will handle the implementation of the project with Device Technologies and expect to go live early in 2012.

Kevin Ryan, Managing Director Device Technologies said SAP Business Communications Management not only provides us with the functionality required for our contact centres, it also seamlessly integrates with our existing SAP systems giving us a centralised, historical view of all customer interactions. We only have to deal with one provider and users are already familiar with the way SAP works from using existing ERP and CRM systems.

Mark Frear, head of solution management, SAP ANZ said, By using SAP Business Communications Management, Device Technologies will now be able to integrate its communications technology and business systems, putting in place communications enabled business processes that will enhance marketing, sales and service activities. This new implementation will mean that Device Technologies can better leverage the expertise from its entire organisation and more effectively monitor customer interaction while ensuring close integration with its existing CRM system.

Marco Formaggio, Managing Director, BluLeader, said As BluLeader specialises in customer facing SAP processes, we have strategically invested to build expertise in this high growth space. The strategic approach that Device Technologies took was to continue to invest in leading edge SAP technology allowing them to avoid unnecessary middleware, complex integrations and multi-vendor support models. The seamless workflow between SAP BCM and SAP CRM enables Device Technologies to continue to leverage its investment in SAP, providing them with a scalable system that can deliver significant competitive advantage.

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About Device Technologies

Device Technologies is a major supplier of leading edge medical equipment and consumables to hospitals and healthcare professionals throughout

Australia and New Zealand. As an independent company we are able to source and supply the most technologically advanced medical devices and to support these with professional services and training. Information about Device Technologies is available on the Web at www.device.com.au

About BluLeader

BluLeader is the leading SAP implementation partner that specialises in the implementation and ongoing enhancement of SAP Customer Management processes and solutions, delivering high quality niche expertise in the implementation and deployment of customer facing SAP solutions. Extensive experience in SAP CRM, ERP sales and ERP service BluLeader is able to deliver solutions that enable success in customer management. Internal quality delivery programs ensure that solutions are of high quality and that risk is managed throughout the program of work.

About SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 172,000 customers (includes customers from the acquisition of Sybase) to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

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