

Automating sales processes for maximized operational efficiency and revenue opportunities



Exciber Oy is playing a pivotal role in modernizing the operations of its customer Ab Rani Plast Oy (Rani Plast), a leading provider of plastic film in the Nordics. The SAP partner is applying best practices and tools to guide Rani Plast’s transition to SAP S/4HANA Cloud Public Edition and integration with the SAP Sales Cloud solution.

By combining SAP S/4HANA Cloud Public Edition and SAP Sales Cloud, Rani Plast is well positioned to streamline sales processes while enhancing operations, finance, and manufacturing outcomes. The company can confidently commit to orders and sell more sustainably with the assistance of 360-degree customer insights, real-time product availability checks, and streamlined fulfillment.

In addition, Rani Plast’s order-to-cash process is becoming smooth enough to optimize inventory management and help ensure customer needs are met efficiently. And with the added flexibility of personalizing the customer experience, it can drive profitability and strengthen market position and geographies.



The SAP partner

Exciber Oy

Espoo, Finland
www.exciber.fi

Industry: Professional services
Company size: ~40 employees



The customer

Ab Rani Plast Oy

Terjärv, Finland
www.raniplast.com

Industry: Mill products
Company size: >700 employees

Rani Plast’s challenges



Aging legacy ERP software increasing reliance on manual processes, outdated reporting tools, and cumbersome interfaces impacting operational efficiency



Limited workforce optimization impeding productivity and employee engagement and satisfaction



Limited revenue opportunities caused by an inability to scale operations to meet the growing demands of a larger, more dynamic market footprint



Disjointed data and processes across finance, sales, and manufacturing that create inefficiencies and prevent the operational flexibility and responsiveness required in today’s fast-paced market



Talent recruitment hurdles in attracting younger talent who expect to use the latest technologies in their workplaces

1.

SAP S/4HANA Cloud Public Edition: The cloud ERP, delivered through the GROW with SAP solution, offers significant improvements in productivity, cost-efficiency, and sustainability by modernizing operations, integrating business-wide data, and streamlining processes.

2.

SAP Sales Cloud: The AI-infused CRM solution maximizes revenue opportunities and strengthens customer engagement by aligning sales strategies with business operations and objectives when integrated with SAP S/4HANA Cloud Public Edition.

The solutions delivered by Exciber Oy

3.

SAP Integration Suite: The platform-as-a-service suite connects processes, services, and data—enabling real-time communication with shopfloor forklifts, suppliers, and customers.

4.

SAP Fiori apps: The apps modernize workflows and enhance the efficiency of critical customer service operations.



A value-driven vision for growth and efficiency

Streamlined and automated processes that save employees time, minimize errors, and reduce inefficiencies across operations

Cross-functional alignment through improved data integration and enhanced collaboration across finance, sales, and customer services

Enhanced financial visibility through real-time dashboards that give immediate access to critical sales and financial data and faster and more informed decision-making

Sharp focus on growth and innovation with better prioritization of strategic initiatives across departments

Higher operational efficiency from smoother and more-efficient workflows across the organization

Increased revenue by improving sales engagements and customer relationships with automated selling processes and AI-driven insights, recommendations, and analysis

Support for global expansion by using a flexible cloud ERP solution that drives continuous scalability



“The possibilities with GROW with SAP are endless, especially **when integrating the SAP Sales Cloud solution with SAP S/4HANA Cloud Public Edition**. We’re excited about leveraging the software’s joint values as well as AI capabilities to help our customers automate processes, increase revenue opportunities, and improve forecasting.”

– Sami Neuvonen, Managing Director, Exciber Oy

Learn More

For more information about how SAP Sales Cloud can streamline sales processes, visit us [online](https://www.sap.com/go/grow).