



Topcon Positioning Systems

Creating a Customer-First Experience with **SAP CX**

Agenda

- Introductions
- Who are Topcon?
- Topcon System Architecture
- SAP Sales Cloud with Dual ERP Integration
- SAP Commerce Cloud as a Supplementary Sales Tool
- Topcon Quote – A custom built SAP Commerce Mobile App
- Topcon Lead Process
- SAP Sales Cloud & Marketing Cloud Integration within a B2B Environment



Liza Amroch

SAP Analyst
Applications



Dan Davis

IT Manager
Applications



Global Headquarters | Livermore, CA
Positioning | Topcon Positioning Systems
Headcount | 2,500+ / in 25 countries
Office Locations | 16 countries



Infrastructure and Agriculture Product Portfolio



Machine Control Sensors



Machine Control Console



Load Weighing System



Agriculture Console



Agriculture Sensors



Lasers



GPS Receivers



Feeding and Mixer Systems



Electronic Control Unit



Total Stations



Construction Software

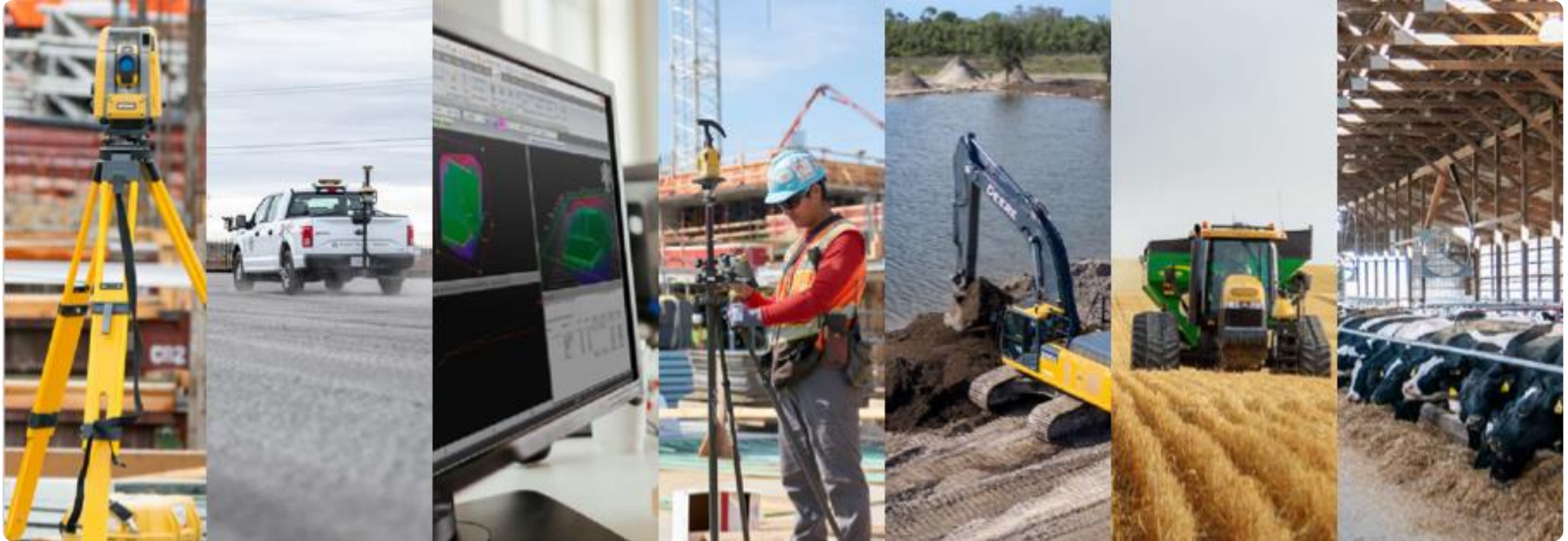


Agriculture Software



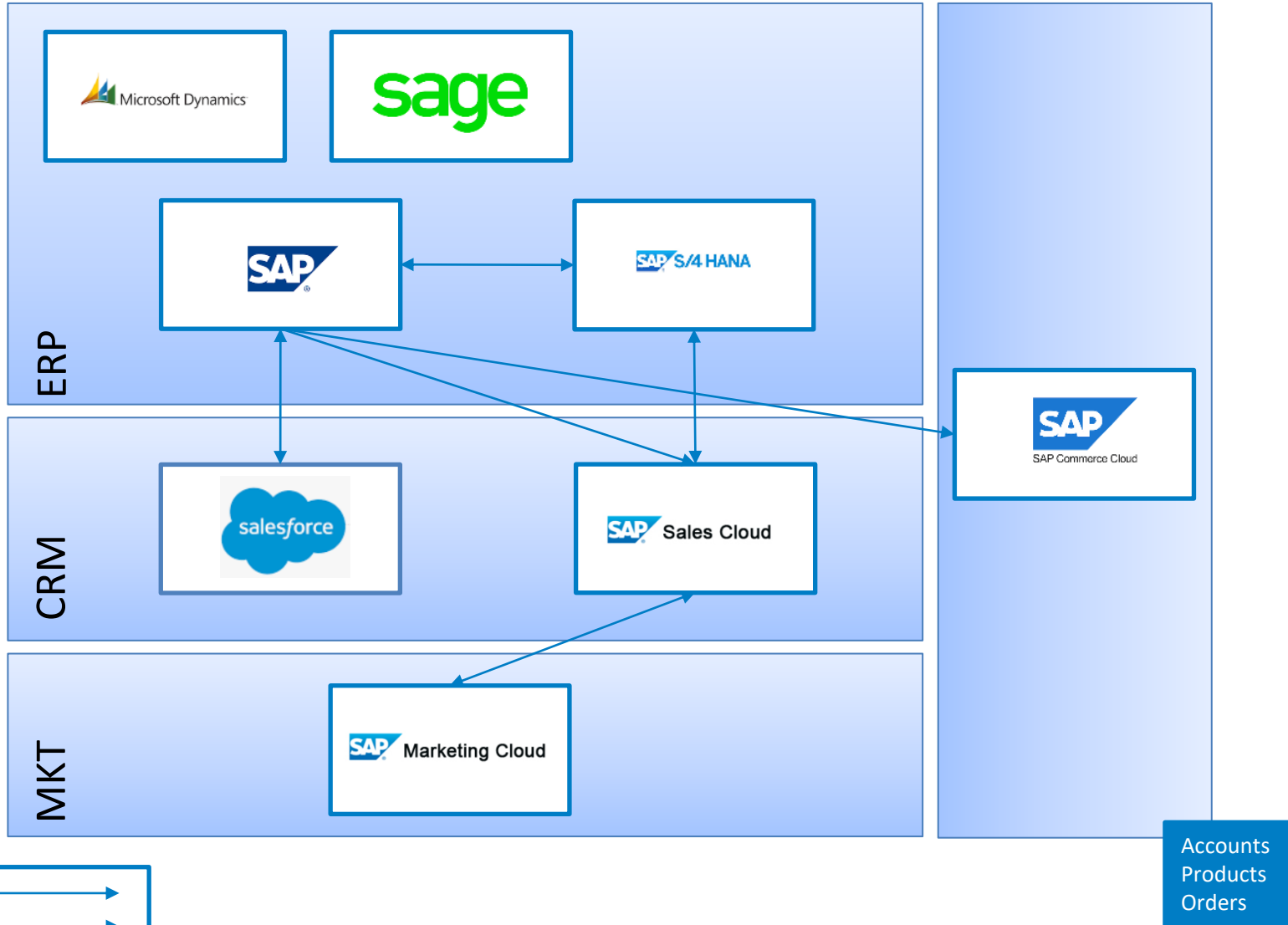
Boom Height Control

Where Our Solutions Go To Work and Why SAP CX Was Needed



Topcon provides infrastructure and agriculture businesses with high-precision measurement instruments, software, and data services for improved workflow efficiencies.

Current System Architecture



SAP ECC and S/4 Hana Cloud

- Sales and Distribution Mgmt.
- Warehouse Mgmt.
- Invoicing and Billing Mgmt.
- Etc.

SAP Sales Cloud and Salesforce

- Activities with the Accounts (phone calls, visits, etc.)
- Lead and Opportunities
- Sales Quotations
- Ticket Mgmt.
- Etc.

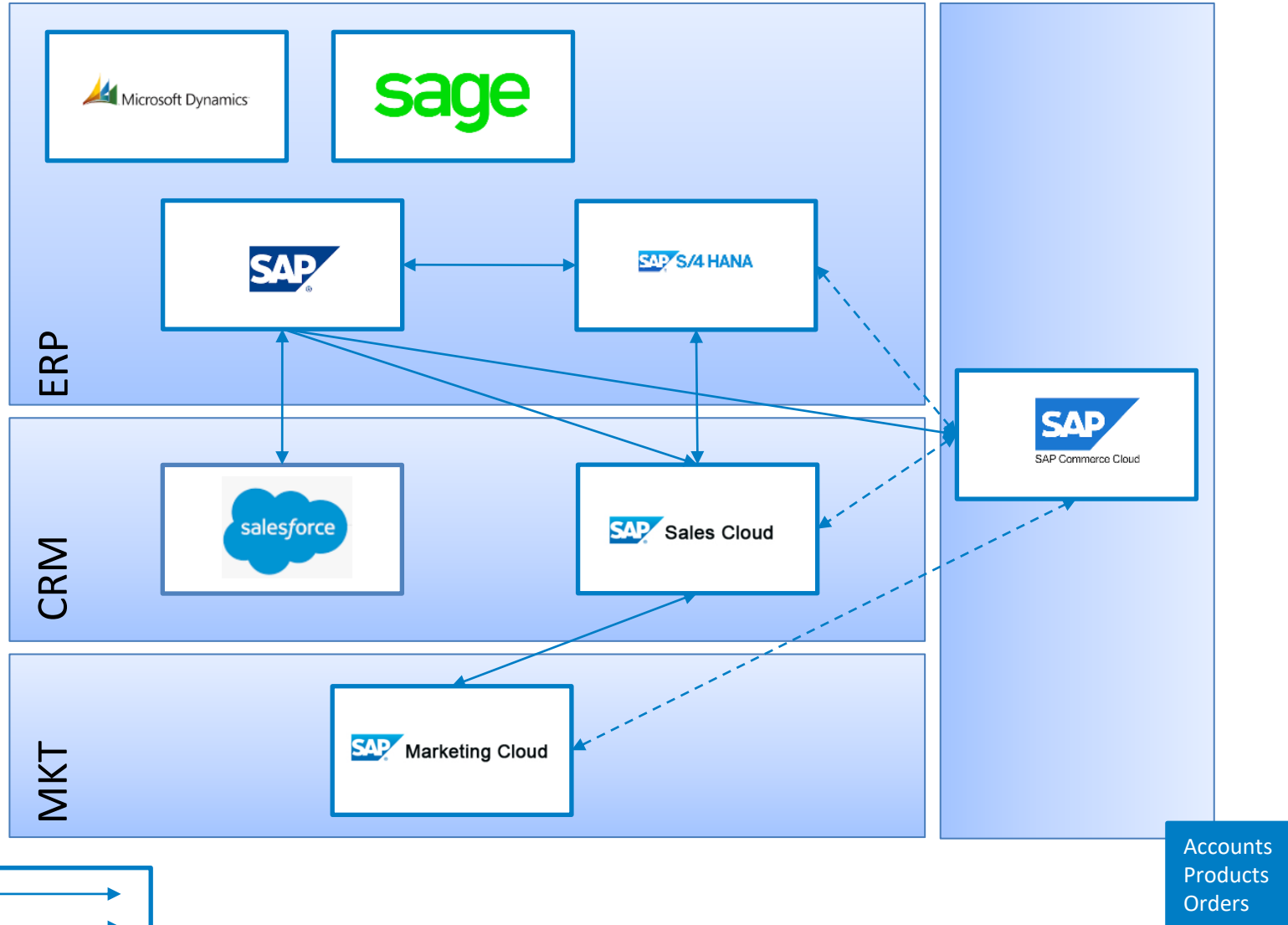
SAP Marketing Cloud

- Lead and Email Campaigns
- Socials Mgmt.
- Etc.

SAP Commerce Cloud

- Dealer Online Orders
- Solution Building
- Etc.

Future System Architecture



SAP ECC and S/4 Hana Cloud

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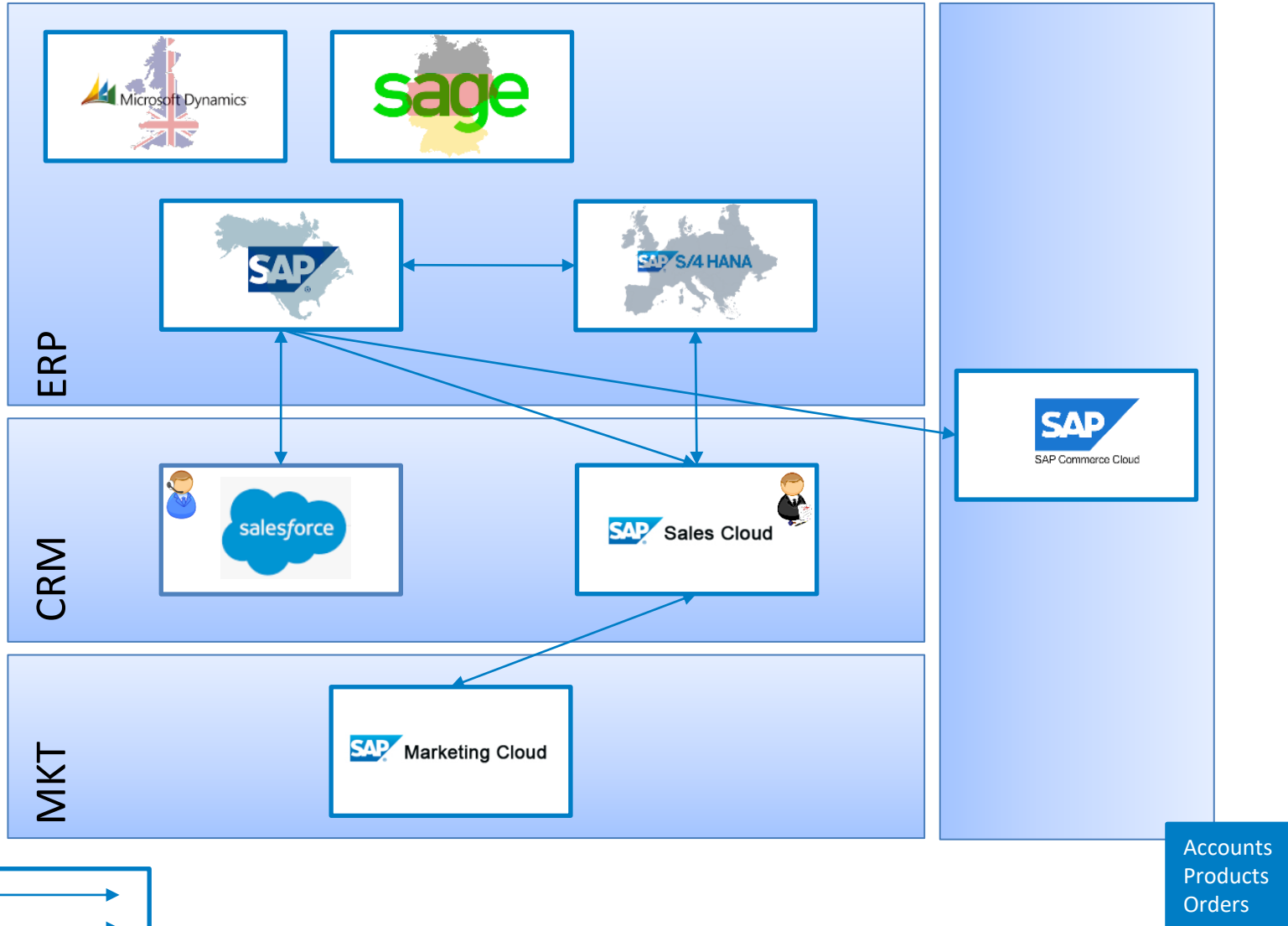
SAP Marketing Cloud

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SAP Commerce Cloud

- Dealer Online Orders
- Solution Building
- Etc.

Why is this Architecture Needed?



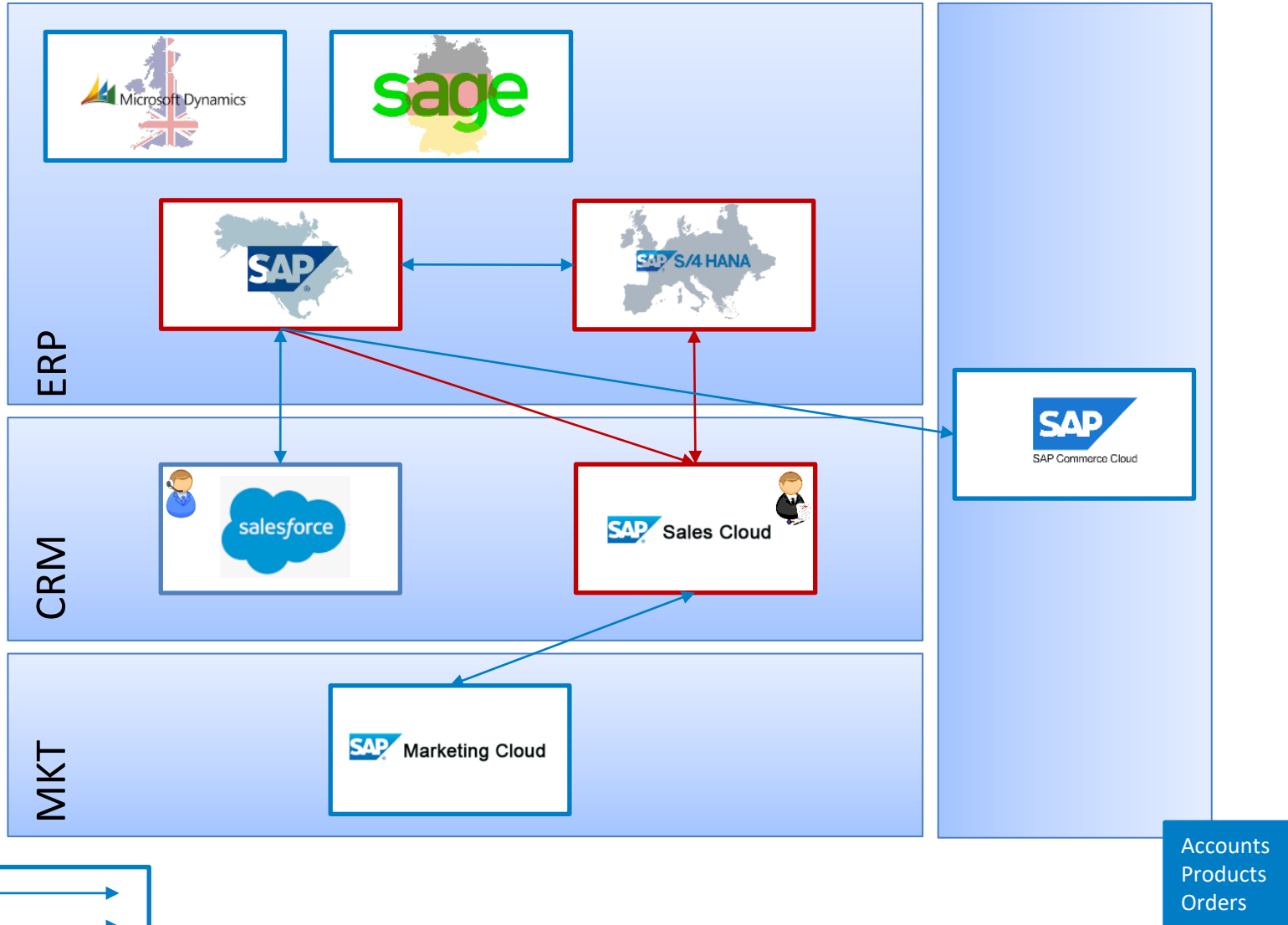
Different ERP Systems

- Global offices
- Continuous Acquisitions
- Evolution of SAP Systems

Different CRM Systems

- Different Solutions: Sales, Service and Repair

SAP Sales Cloud with dual ERP integration



S4 and SAP ECC integrated with SAP Sales Cloud

Multi ERP Badi Implementation:

BAdI to determine which ERP the payload goes out to. Creates subsequent process documents

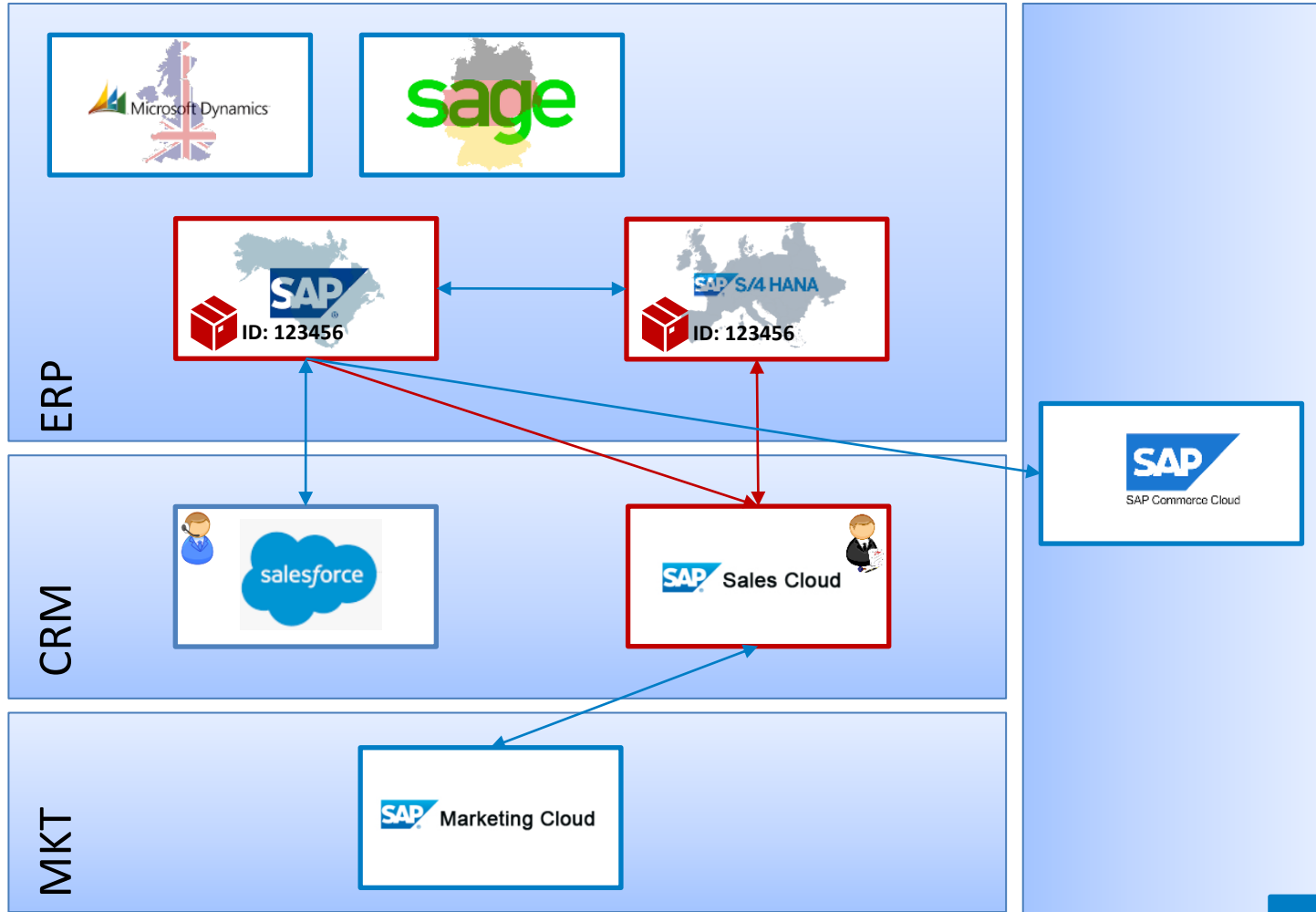
System ID Mapping:

Payload distribution based on the Sales Organization of the C4C Object (Customers, Orders,...)

Duplicate Data:

Same Master Data in the ERP systems (for example materials), duplicates in SAP Sales Cloud

SAP Sales Cloud with dual ERP integration



As Is
 Future

Accounts
Products
Orders

S4 and SAP ECC integrated with SAP Sales Cloud

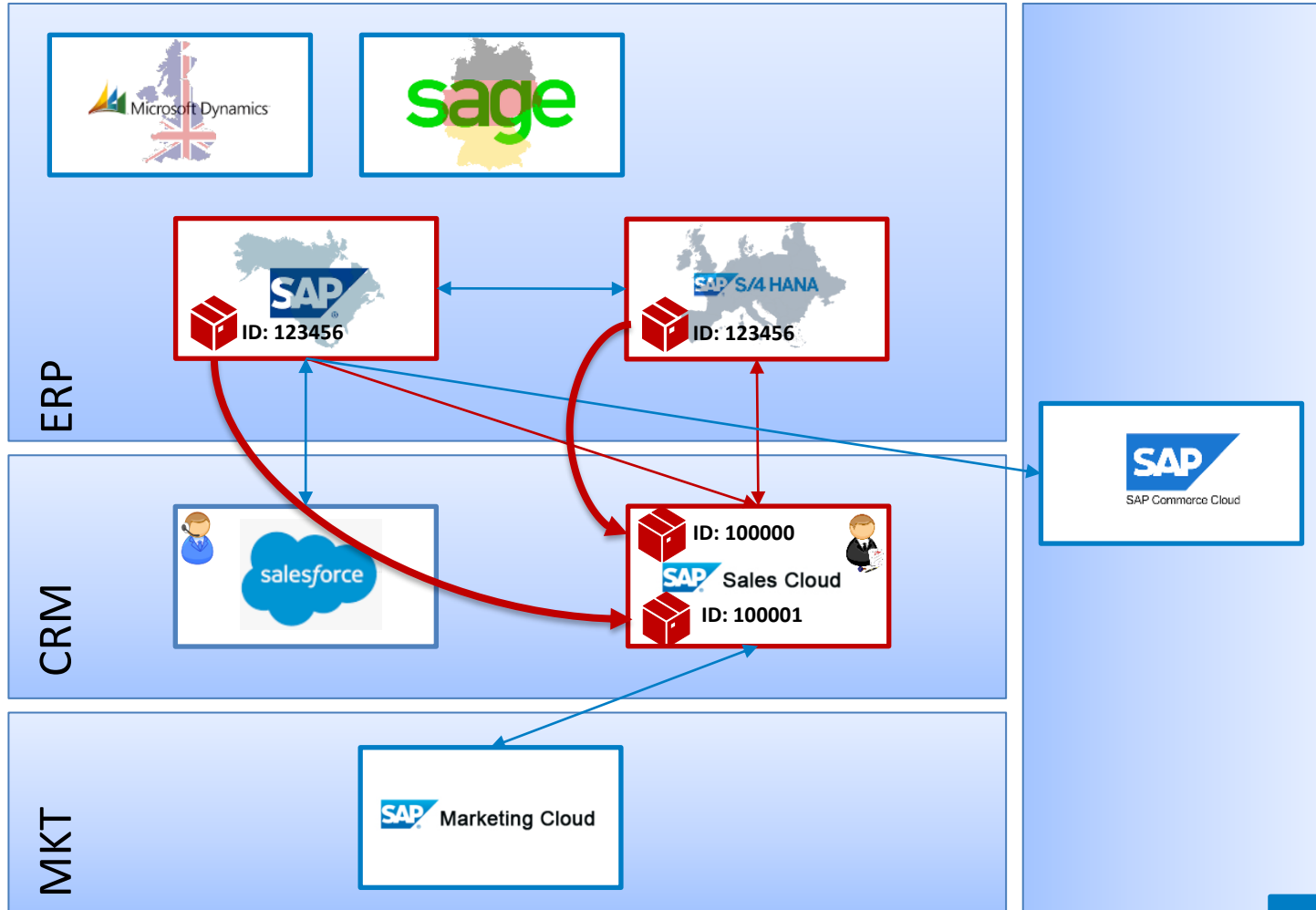
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Master Data IDs:
Internal and External IDs do not match

SAP Sales Cloud with dual ERP integration



S4 and SAP ECC integrated with SAP Sales Cloud

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As Is ———→
Future - - - - ->

Accounts
Products
Orders

Introducing Business Hub Topcon's SAP Commerce Cloud Site

Topcon Business Hub  WELCOME DAN MY ACCOUNT SIGN OUT

I'm looking for

BIZHUB DEMO   \$0.00

PRODUCTS SOLUTIONS ACCESSORIES ESOURCE RMA REQUESTS WARRANTY CLAIMS

HOME / PRODUCTS / GNSS


Shop by Software Type

- TOPNET SOFTWARE (1)

Shop by Product Family

- EXTERNAL RADIOS(5)
- GNSS ANTENNAS(4)
- INTEGRATED RECEIVERS(9)
- INTEGRATED RECEIVERS(1)
- MODULAR RECEIVERS(2)

more...




GNSS


SORT BY:

< 1 2 >


21 Products Found




Hiper HR
Multi-Purpose GNSS Receiver



Hiper VR
High Tech, Versatile GNSS Receiver



GRX3
GNSS Receiver



GRX3 Lite
GNSS Receiver

Over 1000 users across 400 dealers now using the application, a 500% increase of the eSource user base.

Major upgrade to CCv2 completed in 2022 that delivered enhanced performance, support & capability.

Offline, mobile version of Business Hub released.

100% Onboarding

CCv2 Upgrade

Topcon Quote

2019

2020

2022

2022

2020

2022

Implementation

Content

Digital Transformation

Business Hub was first implemented in 2019 to replace Topcon's legacy Commerce solution eSource, built entirely on Salesforce's Force.com.

Solutioning added in 2020 to replace Excel-based Price Books, modernizing the solution ordering process.

SAP Commerce allowed Topcon to perform a substantial upgrade to the content presented to customers. As of this year, Business Hub is no longer just a Commerce site, but a supplementary sales tool.

Business Hub as a Sales Tool

With SAP Commerce Cloud, Topcon have been able to continuously add new functionality that allows Business Hub to offer full dealer functionality.

It now acts as a supplementary sales tool, that not only improves the user experience of our customers submitting sales orders, but also enhances the experience of both our internal and external salespeople.

- **Kit comparison tool**
- **Custom Lists creation**
- **Ability to share lists and carts**
- **New Access Levels and Order Approvals**
- **Advanced Solution building support**
- **Expanded product pages with documentation, accessories & more.**
- **Over 40 live Solutions across Geo, Ag and Construction**

Excavator 3D X-53i

Select your required parameters to generate a suggested bundle configuration.

- 1 SELECT GX Series Display
 - GX-55
- 2 SELECT Machine Make
 - KOMATSU FACTORY-READY
- 3 SELECT Radio Type
 - DIG UHF II
- 4 SELECT Antenna Type
 - 450-470 MHZ
- 5 SELECT Service Points
 - YES
- 6 SELECT MC-I4 Option
 - SLR4 + SATEL
 - MC-I4 GNSS + MC-I4 SLR4

My Configured Bundle				
ALL	PRODUCT	QTY	LIST PRICE	ACTIONS
<input type="checkbox"/>	KIT_SL-100 MAG MOUNT 1000220-01	1	\$58.00	🗑️
<input type="checkbox"/>	KIT_SATEL EASY 1W EXT RADIO W/CABLE 1003307-01	1	\$2,140.00	🗑️
<input type="checkbox"/>	ASSY_MC-I4 DUAL GNSS, 4G, GLOBAL 1006146-52	1	\$6,800.00	🗑️
<input type="checkbox"/>	ASSY_1.5 INCH POLE MOUNT 1012251-01	2	\$263.00	🗑️
<input type="checkbox"/>	TOPCON SERVICE POINTS (500) 1030544-01	1	\$500.00	🔄 🗑️
<input type="checkbox"/>	ASSY_MC-I4/SL-100 DIVERSITY ANTENNA 1031210-01	1	\$560.00	🗑️
<input type="checkbox"/>	PSWD_3DMC 3D INDICATE (X-63) 7050-1056	1	\$525.00	🗑️
<input type="checkbox"/>	OAF_BUNDLE,MC-I3 5Hz DUAL GGD 7070-0604	1	\$2,100.00	🗑️
<input type="checkbox"/>	KIT_GX-55 DUAL GPS 9000D-55	1	\$14,200.00	🗑️
<input type="checkbox"/>	KIT_COMMON KOMATSU 3DXi EXC DUAL GPS 9013DX-05	1	\$8,500.00	🗑️
<input type="checkbox"/>	PDL ANTENNA 2.4DBI 450- 470MHZ 9900-1068	1	\$79.00	🗑️
<input type="checkbox"/>	ASSY_ANTENNA MAG MNT W/ TNC 9900-1075	1	\$163.00	🗑️
			TOTAL : \$36,151.00	

Add product by part number:

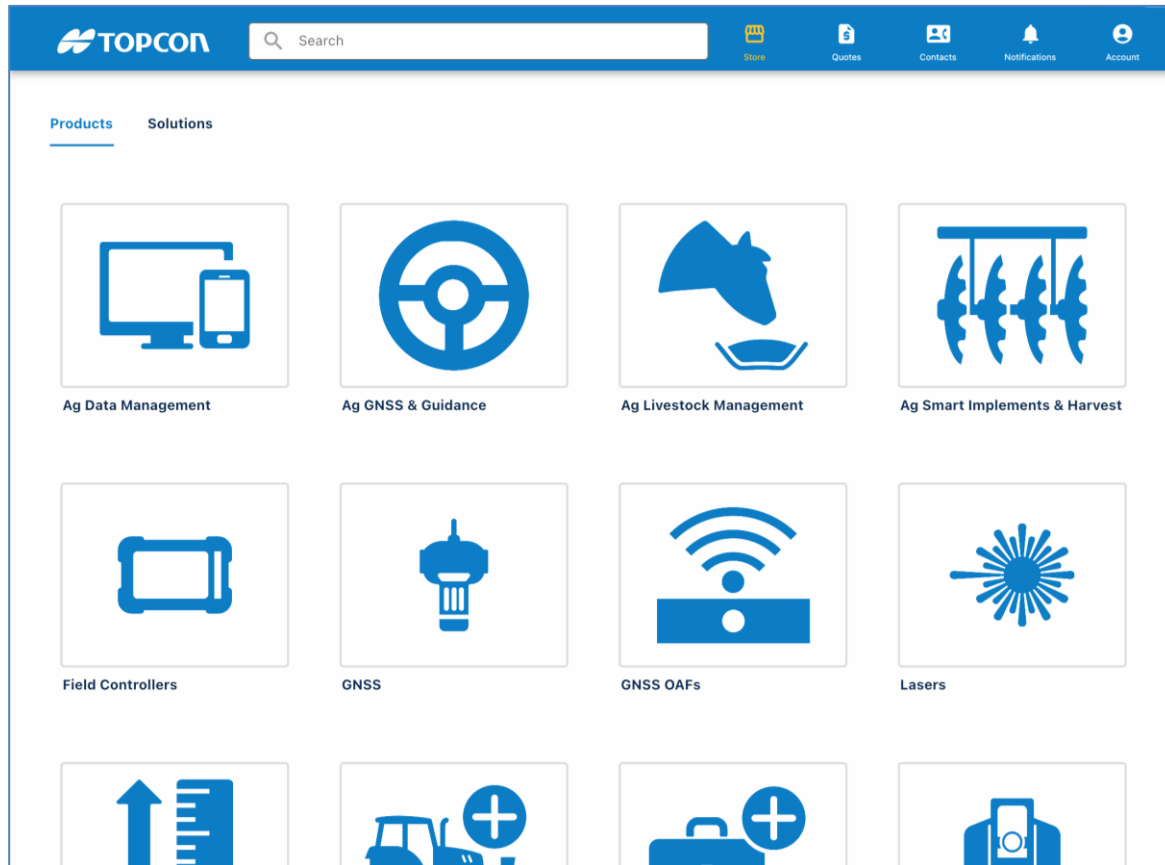
Mobile, Offline Version of Business Hub

All functionality added to Business Hub has been made available offline on an iPad device.

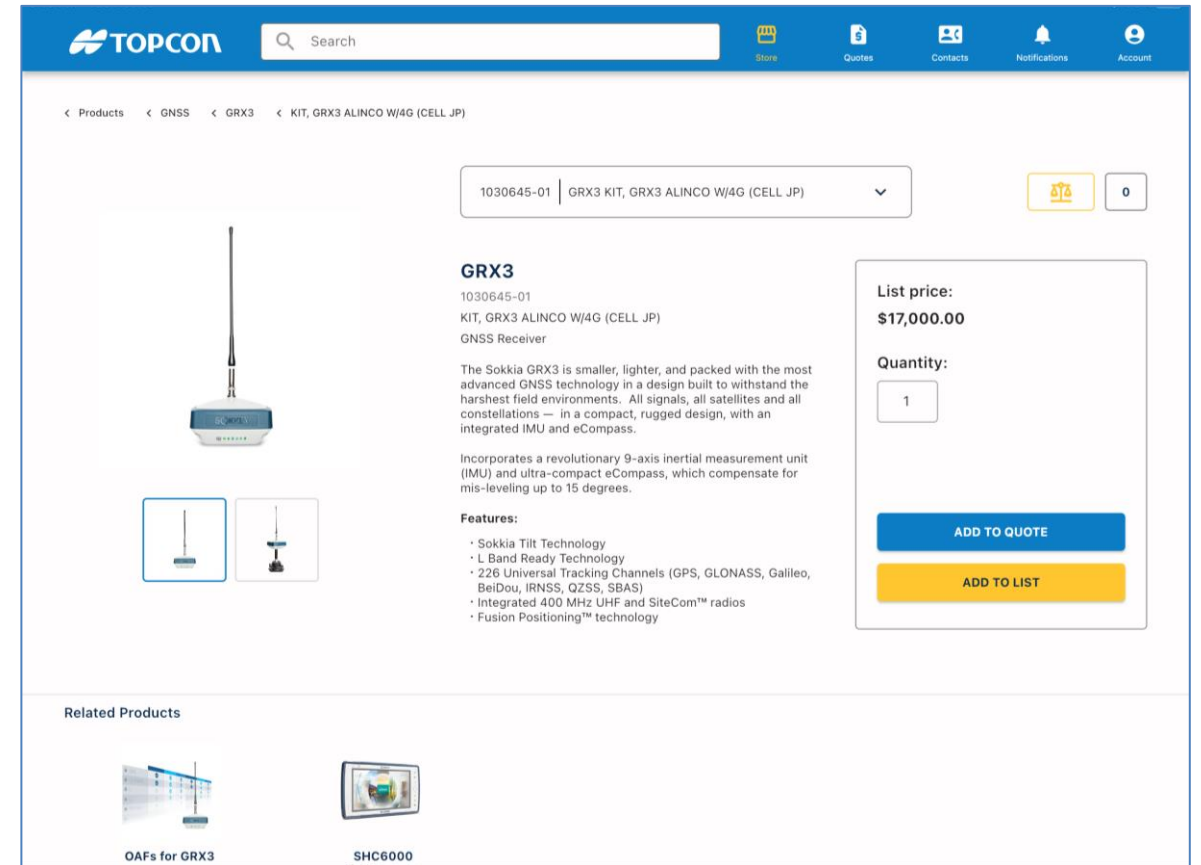
Enhances the selling experience of our Salespeople out in the field or at tradeshow, allowing the creation of leads and quotes, using SAP ERP data.

- **Offline** capability
- **Accurate, up-to-date** product and customer data from SAP ERP using AWS
- Ability to **scan badges** and **capture leads** at a tradeshow
- Ability to **create and export quotes and leads** for import into Sales Cloud and Marketing Cloud
- **Signature capture**
- Ability to **transfer/share lists and quotes** with others in the same company
- And more...





Full, Customer-specific Product Catalog



Detailed Product Pages

← Back




In Progress

207326-01 Detailed ▾ Today 📅

Edited on Nov 15, 2022

Hot ▾

Quote Details Customer Salesperson

Products	Quantity	Price	Total	
 G5-A1 Geodetic Campaign Antenna 1004478-01 ASSY, G5-A1 (HAUBERK) ANTENNA	1	\$2,820.00 \$3,420.00	\$2,820.00 \$3,420.00	
 CABLE, GPS TNC TO N 30M 14-008067-02	1	\$458.00	\$458.00	
 Cab Control 2.4 408216 CAB CONTROL-2.4GHZ XBEE	1	\$1,440.00	\$1,440.00	

[+ Add Product](#)
[+ Non-Catalog Product](#)

Additional Charges

Summary

Products
\$5,318.00

Additional Charges
\$9.99

Total Discounts Applied
\$600.00

Total
\$4,727.99 [MODIFY](#)

(Plus all applicable sales taxes)

[SAVE](#) [SUBMIT](#)

Quote Creation with Discounting & Workflows

Search

Store Quotes Contacts Notifications Account

← Solutions ← Agriculture ← Fertilizer or Manure Spreading ← Fertilizer or Manure Spreading Configuration

Configure your Fertilizer or Manure Spreading bundle

- 1 Select Athene ECU
Athene SM-3 Dual Conv Fertilizer
- 2 Select Optional Interface
SL2 M12 Athene Interface
- 3 Select IBBC to Athene ECU Harness
Power/Comms 7.5M
- 4 Select Athene to Belt/Spinner Controls Harness
Athene Drive 10M
- 5 Select Optional Athene to Auxiliary Functions Harness
Athene Auxiliary 0.3M
- 6 Choose one or more Optional Sensors
 - Encoder, Shaft Speed, 1024 PPR
 - M12 Inductive SNR 3Way Deutsch 1.2M
 - 3Way Deutsch Pin to Pin Extension 3M
 - M12 Ind. SNR w/ 3Way Deutsch Plug
 - SSS w/ 3W DEU PLUG

Configured Bundle

<input checked="" type="checkbox"/> KIT-ATHENE SM-3 DUAL CONV FERTILIZER 1039206-01	1	\$1,836.00
<input checked="" type="checkbox"/> KIT-SL2 M12 ATHENE INTERFACE 411917	1	\$2,338.00
<input checked="" type="checkbox"/> HRNS ATHENE POWER/COMMS 7.5M 1035627-01	1	\$732.00
<input checked="" type="checkbox"/> HRNS ATHENE DRIVE 10M 1012959-01	1	\$444.00
<input checked="" type="checkbox"/> HRNS ATHENE AUXILIARY 0.3m 1034175-01	1	\$150.00
<input checked="" type="checkbox"/> 3WAY DEUTSCH (RECEPTACLE) TO BARE ENDS S/CB/500-1-166	1	\$58.00

Enter Part Number [ADD](#)

Total: \$5,658.00

[ADD TO LIST](#) [ADD TO QUOTE](#)

Smart Solution Building

Topcon Lead Process

Topcon Tradeshow



Topcon Lead Process

Topcon Tradeshow



Marketing Lead Nurture



Topcon Lead Process

Topcon Tradeshow



Marketing Lead Nurture



B2B Lead Distribution



Topcon Lead Process

Topcon Tradeshow



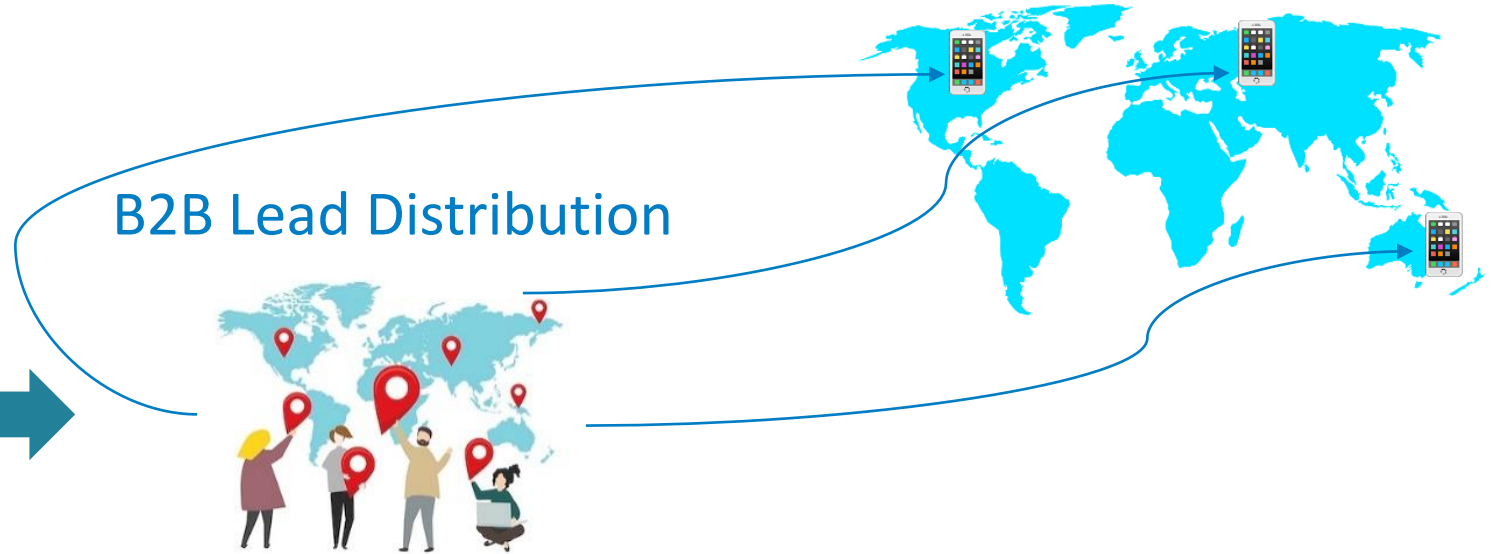
Marketing Lead Nurture



B2B Lead Distribution



Dealer Lead Management



Topcon Lead Process – Tradeshow / Topcon Website



2:54 PM Thu Jul 8 86%

Contact Information Cancel

First Name * Last Name * Email Address *

Telephone Mobile

Company Name * Position

Street Address City State Post Code

SAVE

Concrete Paving | Topcon Paving | x

https://www.topconpositioning.com/na/paving/concrete-paving

We've got you covered

Need more info?

We can email you additional product information. Your contact information will never be shared.

Your e-mail address

SEND ME PRODUCT INFO

Reach out

Reach out to one of our partners for more information or a price quote. Use the link below to find an expert in your area ready to help with your business software needs.

[View the event calendar](#)

Send Me Product Info ✕

Your preferred contact info:

Yes, please add me to the newsletter list

Yes, please send me text updates to this number. Standard message rates may apply.

I would like to have more details on this product...

Industry (check all that apply)

Earthwork Construction Survey and Mapping Agriculture

Paving Construction Building Construction OEM

I'm not a robot

By sending this request I acknowledge having read the [Topcon Privacy Statement](#) and [Notice at Collection](#).

SEND REQUEST

WHY TOPCON PRODUCTS Enterprise Solutions

EVENTS FIND A DEALER Global Gateway

STORIES CONTACT US Change Location

SUPPORT SOLUTIONS BY INDUSTRY Dig-Star

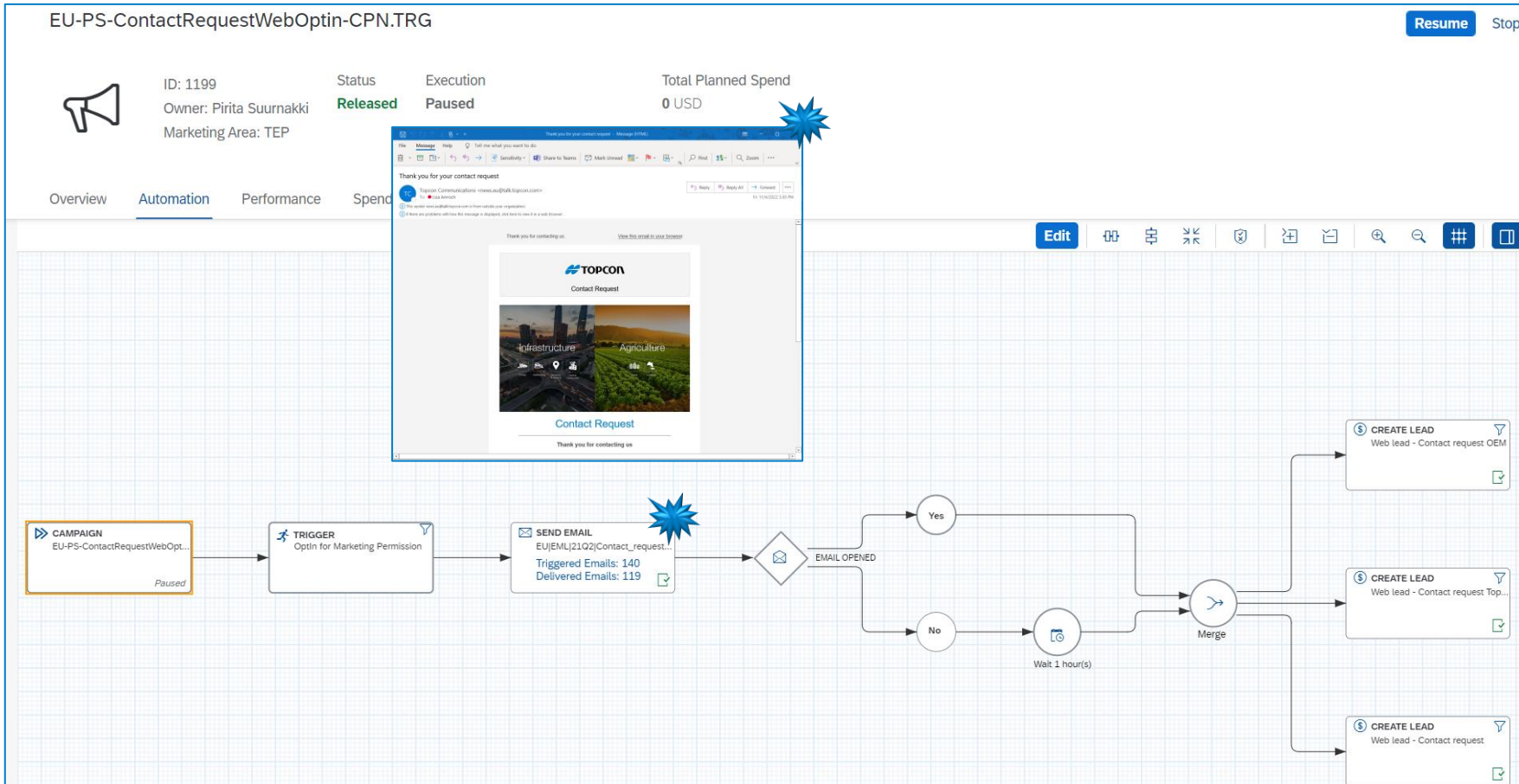
CAREERS PRIVACY NORAC

SUSTAINABILITY RDS Technology

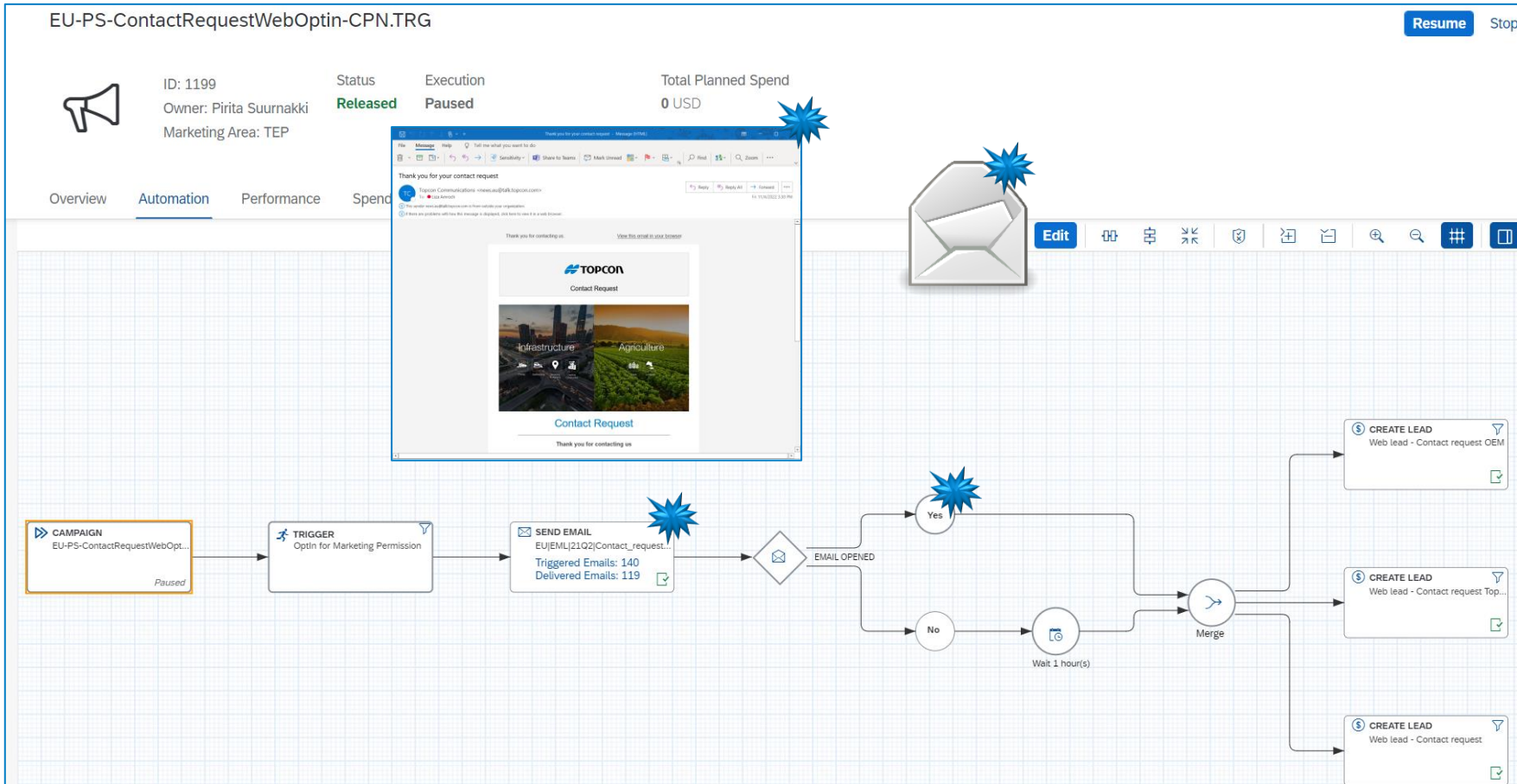
Topcon Electronics

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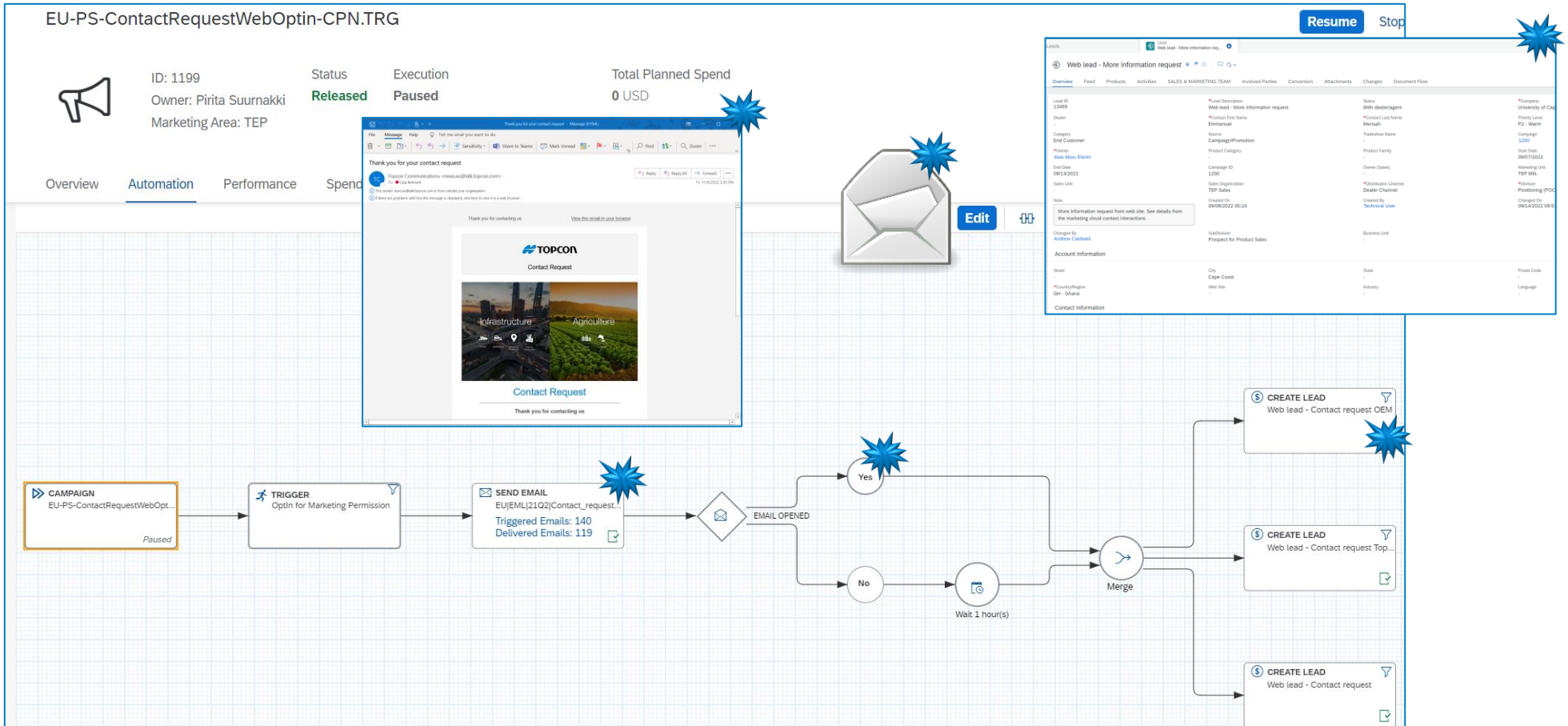
Topcon Lead Process – Marketing Lead Nurture



Topcon Lead Process – Marketing Lead Nurture



Topcon Lead Process – Marketing Lead Nurture



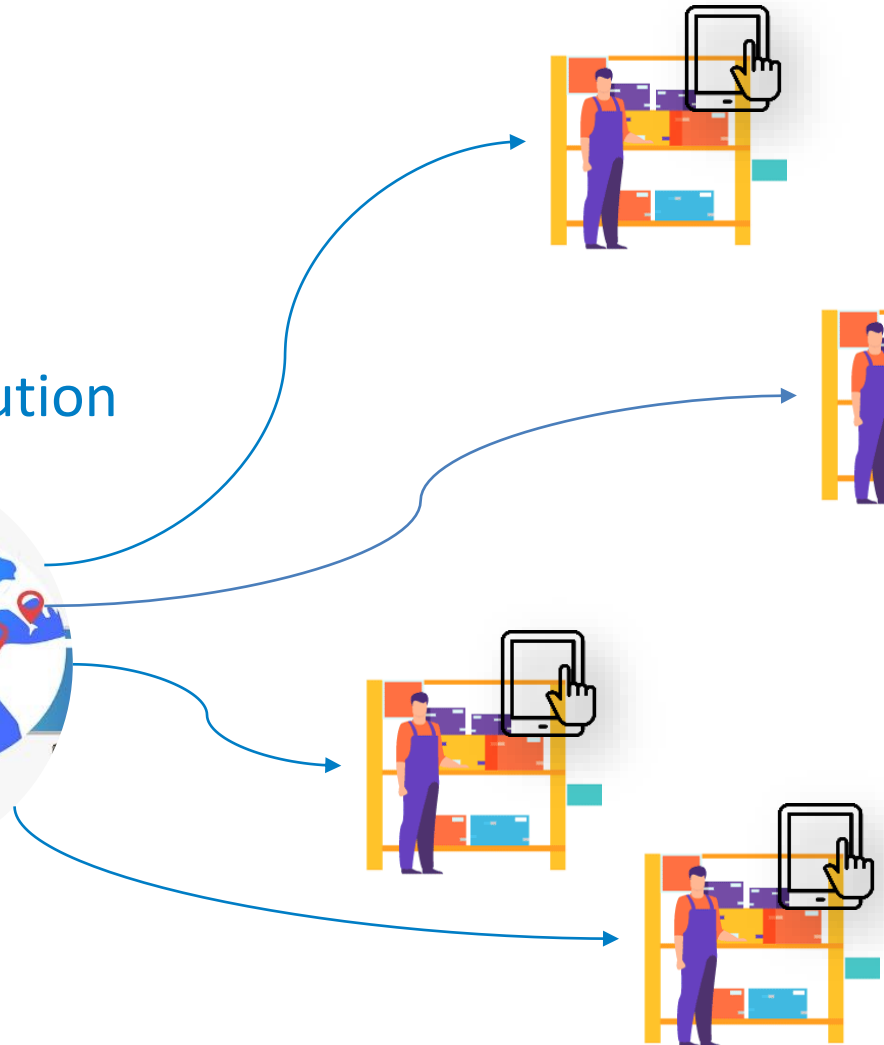
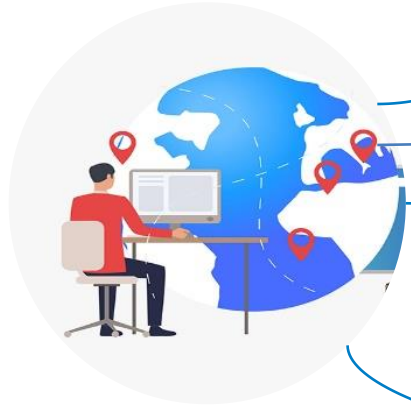
Topcon Lead Process – B2B Lead Distribution



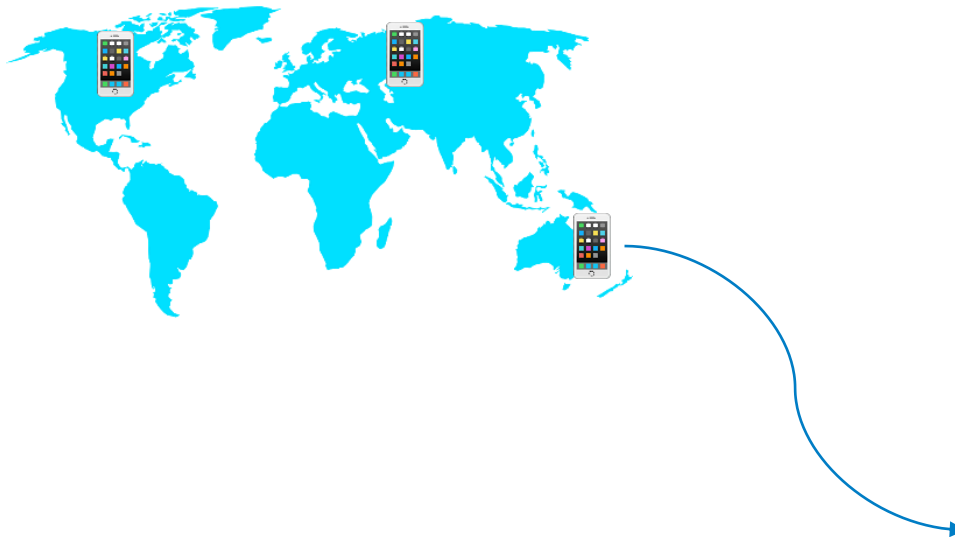
Dealer Matrix (Territory, Product Line,...)

Model	AMC Japan	Canada	USA	Europe	Asia	Africa	Latin America	Middle East	Oceania
AMC Javelin									
Canalis Pheasant									
Canalis Z34									
Chrysler Imperia									
Dakar T16									
Orange Challenger									
Decker 304									
Ferrari 300									
Flak 124									
Flak X1-6									
Flak Panther S									
Honda Grrr									
Mercedes Sprinter									
Lincoln Continental									
Lotus Europa									
Alfa Romeo									
Mercedes Sprinter									

Dealer Distribution



Topcon Lead Process – Dealer Lead Management



< | Lead 3401

LEAD DETAILS

<p>LEAD NAME : WoC 2022 - Gilbane Building Co.</p> <p>SOURCE TEXT : Tradeshow</p> <p>PRIORITY TEXT : Normal</p> <p>START DATE :01/05/2022</p> <p>END DATE :01/20/2022</p> <p>TOPCON NOTES : notes in the lead</p>	<p>LEAD OWNER : Dan Davis</p> <p>DEALER STATUS : Unassigned</p> <p>ORDER/QUOTE TOTAL :</p> <p style="text-align: right;">ATTACHMENT1.CSV</p>
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CUSTOMER DETAILS

<p>COMPANY : Gilbane Building Co.</p> <p>CUSTOMER INFORMATION CITY : Providence</p> <p>CUSTOMER INFORMATION STATE : RI</p> <p>ACCOUNT INFORMATION POSTAL CODE : 2903</p> <p>CUSTOMER INFORMATION COUNTRY TEXT : United States</p>	<p>MAIN CONTACT PERSON SALE : Carl Anderson</p> <p>CONTACT INFORMATION EMAIL : carl@woc.com</p> <p>CONTACT INFORMATION PHONE : +1 765-734-53</p> <p>CONTACT INFORMATION MOBILE : +1 784-563-54</p>
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COMMENTS

COMMENT 1	Mon Sep 12 18:45:26 UTC 2022
COMMENT 2	Mon Sep 12 18:47:41 UTC 2022
COMMENT 3	Mon Sep 12 19:11:24 UTC 2022
COMMENT 4	Mon Sep 12 19:12:33 UTC 2022

ACCEPT

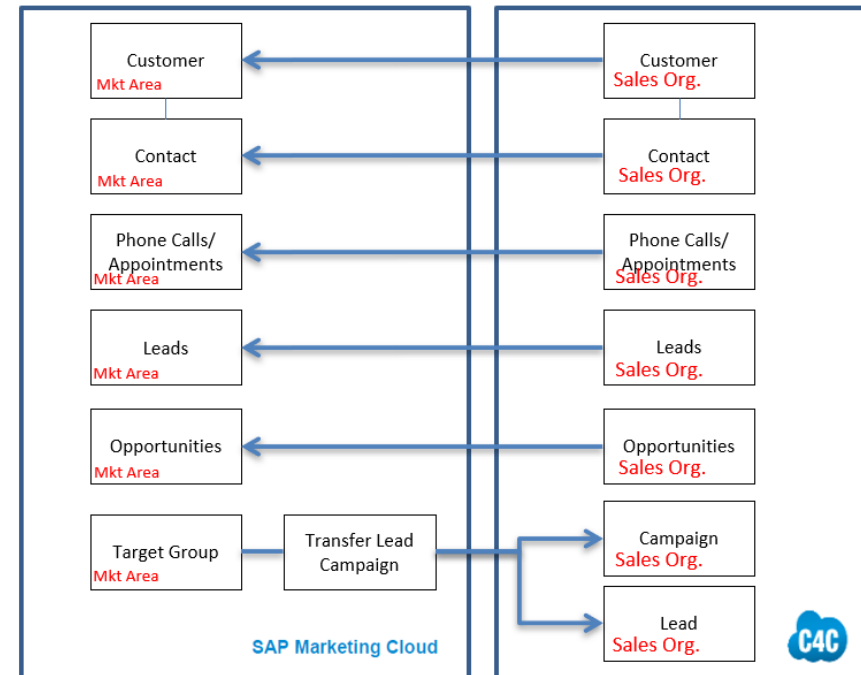
DECLINE

SAP Marketing Cloud – a B2C System in a B2B Environment



Standard Challenges

Match the SMC Marketing Areas with the SAP Sales Organizations

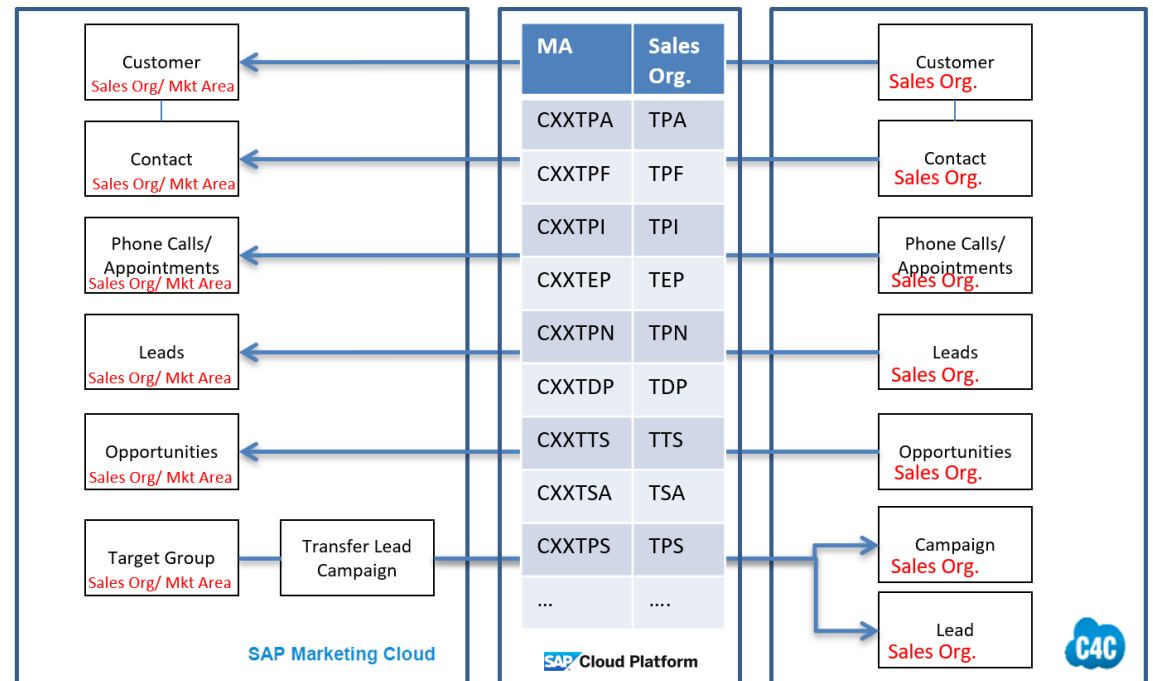


SAP Marketing Cloud – a B2C System in a B2B Environment



Solution

Map in CPI the SMC Marketing Areas with the SAP Sales Organizations



SAP Marketing Cloud – a B2C System in a B2B Environment



B2B Challenges

Designed for Internal Leads Distribution.

External Leads Distribution to Dealers does not exist.

SAP Marketing Cloud – a B2C System in a B2B Environment



Solution

- Internal Leads Distribution - SAP Sales Cloud workflows
- External Leads Distribution to Dealers - Manual lead distribution to Commerce

Leads			
Web lead - More information			
Overview Surveys Products Activities Sales & Marketing Team Involved Parties Attachments Changes Document Flow			
Lead ID 3667	*Lead Description Web lead - More information	Status With Dealer	*Company Farm California
*Contact First Name Jane	*Contact Last Name Smith	Priority Level P2 - Warm	Category End Customer
More ▾			
Dealer Information			
Dealer Kia Bianca	Dealer Status Open	Order Total -	Dealer Notes

Thank you!
Any Questions?