



PACIFIC COAST FEATHER COMPANY

AT A GLANCE

Key Challenges

- Increase market share and reduce costs associated with sales to a large volume of small business customers
- Enhance business-to-business processes
- Improve ability to manage complex processes involving more than 8,000 different items

Project Objectives

- Improve the customer experience
- Increase transaction efficiency with small business customers

Why SAP® Solution

- The software's tight integration with the company's existing SAP® environment
- The IT department's familiarity with SAP software

Key Benefits

- Reduced operational and transaction costs
- Improved service levels and provided greater convenience for customers
- Increased sales by 30%
- Significantly increased the number of new customers

Web Site

www.pcf.com

Industry

Consumer products – basic bedding

Solution and Services

mySAP™ Customer Relationship Management application

Existing Environment

- mySAP ERP application
- SAP Business Information Warehouse component, now a part of the SAP NetWeaver® Business Intelligence component

Third-Party Integration

- Database: Oracle
- Hardware: Sun
- Operating system: Solaris

Implementation Partner

SAP Consulting

Seattle-based Pacific Coast Feather Company is the leading basic bedding manufacturer in North America, with distribution channels that include specialty stores, department and discount stores, catalogs, home shopping networks, and others. When the company wanted to improve its relationships with its small business customers, it selected the mySAP™ Customer Relationship Management application.

“mySAP Customer Relationship Management has allowed us to perform better from a marketing standpoint and to improve service to our customers, while lowering our costs. The results have been immediate: sales are up 30%, and we have gained a significant number of new customers.”

Fritz Kruger, Senior VP of Marketing,
Pacific Coast Feather Company

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