

CASE STUDY

Leveraging SAP for Process Optimization and Customer Experience Enhancement

1. Client Overview

The client maintains aerospace and aviation’s gold standard for elite training, innovative flight simulation devices, and ultra-high-definition visual systems. Their data-backed curriculum, industry expertise, and state-of-the-art equipment elevate safety across the industry.

Founded in 1951, the company specializes in:

- Commercial & Military Aviation Simulation
- Visual Systems
- Business & Regional Pilot Training
- Aviation Maintenance Training
- Corporate & Commercial Flight Attendant Training
- FAA Dispatch Training
- Corporate Scheduler Training

Industry:

Aerospace and Defence

Product Focus:

Commercial, Aerospace and Aviation

Project Scope:

SAP Order to Cash, Customer Experience, Sales, Service, Marketing, Data Management

2. The Challenge

The client aimed to enhance their end-customer experience and optimize internal processes by leveraging SAP solutions. Key objectives included:

- Unifying customer data into a single model
- Automating processes from lead generation to closed sales
- Reducing cycle time and inefficiencies of their legacy ERP

- Improving access to a consolidated view of customer and aircraft data
- Aligning reporting and decision support with current and future requirements

These goals aligned with enterprise-wide priorities for digital modernization, real-time insights, and intelligent business decisions.

Ready to improve process visibility and unify your data landscape? Schedule a Consultation to explore how Nsight can tailor SAP solutions to your operations.

3. The Solution

Nsight implemented the SAP project in a phased approach covering both process transformation and data unification. Our approach combined strategic planning with tactical delivery to ensure cross-functional alignment and measurable ROI.

Processes Implemented:

- Opportunity Management
- Lead and Campaign Management
- Quotation and Sales Execution
- Pricing and Material Management
- Supply Chain Management

4. Data, Integration, and Reporting:

- Consolidated Customer Profiles
- Aircraft and Equipment Tracking
- Installed Base and Client Training History

Our experts leveraged SAP consulting best practices and pre-built accelerators. The project was delivered using agile methodologies and structured phases:

Blueprint Phase:

- Workshop facilitation with business and IT stakeholders
- Fit/Gap analysis to validate out-of-the-box capabilities
- Key design decisions aligning with business goals
- Finalization of scope and solution documentation

Realization Phase:

- System configuration and integration with enterprise tools
- Iterative CRP test cycles for functional and data validation
- End-user enablement with hands-on training and documentation
- On-time, on-budget rollout with full knowledge transfer

5. Business Benefits

Let measurable impact guide your transformation. Request a Customized SAP Assessment based on your enterprise goals.

- Improved visibility across all customer touchpoints
- Increased customer loyalty and satisfaction
- Reduced operational cost by addressing data quality issues
- Clear and enforceable data governance framework
- Consistent and valuable customer experience delivery
- Higher opportunity wins rates due to clean and unified customer data
- Enhanced customer segmentation driving marketing ROI
- Integrated reporting and analytics to support agile decision-making
- Enterprise-ready operational insights and trend forecasting
- Process automation and reduced lead-to-quote time
- Shortened cycle time across sales and service engagements
- Long-term scalability to support future digital initiatives

This transformation also laid the foundation for the client to explore AI-powered automation and future-ready intelligent process automation, enhancing long-term value.

Take the first step toward SAP-led efficiency. Connect with Nsight to plan your SAP engagement roadmap.

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