



# Oldcastle BuildingEnvelope's Marketing Operations Transformation With SAP Marketing Cloud And SAP Customer Data Cloud

## Introduction

Oldcastle BuildingEnvelope (OBE), a leading North American manufacturer, fabricator, and distributor of architectural hardware, glass, and glazing systems, embarked on a digital transformation initiative. This included the implementation of SAP S/4HANA, Sales Cloud, Marketing Cloud, and Commerce Cloud. A significant part of this initiative was addressing challenges in user identity, access, and consent management across various applications.

## Background

OBE, headquartered in Dallas, Texas, is a powerhouse in building products, with a significant presence in major metropolitan areas in the United States and Canada. With over 6,700 employees and 85 manufacturing and distribution facilities in five countries, OBE required a robust digital infrastructure to manage its complex operations.

## The objectives for implementing SAP Marketing Cloud and SAP Customer Data Cloud were to:

- Automate marketing campaign management for online customers.
- Streamline customer identity, access, and consent management.
- Improve lead generation efficiency and conversion ratios.

## Solution Strategy

OBE partnered with ASAR Digital for their expertise in SAP solutions. The focus was on implementing SAP Marketing Cloud for campaign management and SAP CDC for managing customer identity and access.

## SAP Marketing Cloud Integration

- Implementing SAP Marketing Cloud to automate and optimize marketing campaigns across various channels like email and social media.

## SAP Customer Data Cloud Solution

- Streamlining user identity, access, and consent management with SAP CDC.
- Addressing challenges like user password fatigue, manual provisioning processes, and compliance visibility.

## Overcoming Implementation Challenges

- Customizing the solutions to fit OBE's unique operational needs and customer management processes.



## Solution

### User Identity and Access Management

- Implementing SAP CDC to centralize and simplify user identity and access management.
- Automating user provisioning and deprovisioning processes to enhance security and efficiency.

### Marketing Campaign Automation

- Leveraging SAP Marketing Cloud's capabilities for effective execution of marketing campaigns.
- Integrating marketing efforts with customer data for targeted and efficient outreach.

### Integration and Administration Challenges

- Seamlessly integrating SAP solutions with existing systems.
- Standardizing administration models across different applications.

## Results and Benefits

### Improved Marketing Efficiency

- Automated marketing processes led to more effective and targeted campaigns.

### Enhanced Customer Management

- Streamlined customer identity and access management improved user experience and security.

### Increased Lead Generation and Conversion

- Enhanced lead generation efficiency and a higher lead conversion ratio were achieved through targeted marketing efforts.

### The Outcome

The implementation of SAP Marketing Cloud and SAP Customer Data Cloud by Oldcastle BuildingEnvelope, in partnership with ASAR Digital, has significantly advanced their digital transformation goals. These solutions not only streamlined their marketing and customer management processes but also played a pivotal role in enhancing the efficiency of their operations and the effectiveness of their marketing campaigns.

If you are looking to streamline your marketing and customer data management, reach out to team ASAR!

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