



MUNICIPALITY OF TAMPICO

IMPROVING PUBLIC SERVICE AND GOVERNMENT INFRASTRUCTURE

QUICK FACTS

Industry

Public sector

Revenue

US\$55 million

Employees

3,270

Location

Tampico, Mexico

Web Site

www.tampico.gob.mx

SAP® Solution and Services

SAP for Public Sector solution portfolio

Implementation Partners

Advanced Consulting Solutions S.C.,
Sistemas Digitales en Telefonía S.A. de C.V.

Key Challenges

- Make better decisions more efficiently
- Improve information flow within departments
- Make operational and investment budgets more transparent and auditable
- Improve ability to centrally track citizens' requests and respond to them more quickly
- Delegate responsibility and empower people to make decisions proactively

Implementation Best Practices

- Preconfigured enterprise resource planning solution
- Simultaneous "big-bang" implementations
- Close involvement of mayor and other leaders of the Municipality of Tampico
- Can-do attitude

Financial and Strategic Benefits

- Single point of entry for citizens' requests (down from many)
- Fewer errors through elimination of manual tasks
- Improved transparency and process integration
- Reduced transaction costs through better efficiency
- Availability of budget information in real time
- Focus on management and analysis, not data entry
- Strengthened control over operations
- Simplified auditing process
- Improved cross-department cooperation in fulfilling citizens' requests

Why SAP Was Selected

- Strong references in both public and private sector
- Close fit with requirements
- Deep understanding of public sector business processes
- Ability to be implemented quickly

Low Total Cost of Ownership

- 4-month implementation, on schedule and within budget
- Modest-sized implementation team
- Minimal customization
- Retirement of legacy system

Tampico, a municipality of 300,000, is an economic powerhouse on Mexico's Gulf Coast and one of the country's primary seaports. Lacking comprehensive business software to unify its business practices, Tampico suffered inefficiencies that hindered internal operations as well as its ability to fulfill its responsibilities to the public. In response, Tampico implemented enterprise resource planning and customer relationship management functionality of the SAP for Public Sector solution portfolio.

Operational Benefits

Key Performance Indicator	Impact
% of citizen requests addressed within 48 hours	+180%
Number of citizen requests received and handled	+300%
Procure-to-pay transaction time	-45%
Closing time and effort	-50%
Time to budget-validate purchases	-80%



“With SAP applications, the municipality of Tampico is now able to satisfy one of the biggest demands of its citizens: transparency.”

Fernando Azcarraga, Municipal President, Municipality of Tampico

www.sap.com/contactsap

Municipality of Tampico Looks to Improve Customer Service

The municipality of Tampico, a primary commercial center in northeastern Mexico, takes its public responsibility seriously and was not satisfied with the level of service it was providing due to its labor-intensive IT tools. When a citizen made a simple request such as replacing burned-out streetlight bulbs, too often it was lost in paperwork. Even when a request was fulfilled, the process took too long. Often people did not know how to make requests in the first place.

Tampico faced internal problems that were just as severe. Budget information was difficult to retrieve, hindering operations and auditability. Too much effort was consumed with data entry tasks, leaving little time for improving business practices. The staff lacked access to the data they needed to make decisions at a departmental level, and top executives suffered from poor information flow.

Commonplace City Government Problems, Uncommon Resolve to Fix Them

Many cities face the same problems and just endure them year after year, but in 2005 Tampico's visionary mayor Fernando Azcarraga and his staff decided to do something about the situation. They resolved to run the city like a business, which clearly required strong business software as a starting point.

Choosing the right software was critical. It had to address the specific needs of the public sector and provide comprehensive functionality to support both internal processes and relationships with the city's customers – the citizenry. To narrow the field, Tampico contacted many organizations with business software experience, both public and private, and repeatedly heard strong recommendations for SAP® applications.

There were just two years remaining for the current administration and Azcarraga wanted to leave his successor a smoothly functioning operation. Therefore, since employees needed time to become productive with their new solution, rapid implementation was a must. When Tampico learned about Advanced Consulting Solutions S.C., its focus on smaller public sector entities, and its preconfigured solution based on the SAP ERP application, the decision was made. Tampico selected another SAP partner, Sistemas Digitales en Telefonía S.A. de C.V., to implement companion software for managing citizen requests, the SAP Customer Relationship Management application. “These guys understand how we have to work,” says Azcarraga, crediting SAP and the two integrators.

Vastly Improved Public Service

Tampico implemented both applications simultaneously using a “big-bang” approach and finished on schedule after just four months. Azcarraga's close personal involvement and a can-do attitude throughout the team – along with keeping customization to an absolute minimum – made the achievement possible.

With the help of the SAP software, Tampico has made substantial improvements on all fronts. Data transparency has allowed the city to dramatically speed up such key internal processes as closing and budget validation. Externally the improvements are just as profound. Tampico instituted a single point of contact for citizens, set up a call center, and widely advertised its readiness to deal with requests. This publicity quadrupled the number of issues reported, but with its new software the staff reacted efficiently – addressing 84% of requests within 48 hours versus 30% before.

Now, as a new administration prepares to take over the city's reins, Azcarraga and his staff are proud of what they have to pass on: a smoothly operating government infrastructure. “The most important thing is that we're leaving the next administration a municipality with the most modern applications and in exemplary order,” says Azcarraga.

50 086 965 (07/11)

©2007 by SAP AG. All rights reserved. SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, Duet, Business ByDesign, ByDesign, PartnerEdge, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies (“SAP Group”) for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

THE BEST-RUN BUSINESSES RUN SAP™

