

### CARLSBERG USES VISICOM SFA MOBILE SOLUTION IN BALTIC COUNTRIES

#### AT A GLANCE

##### COMPANY

- Carlsberg Group – Baltic
- Name and Location:  
UAB Švyturys–Utenos alus,  
Lithuania
- Aldaris Brewery, Latvia
- Saku Õllethase AS, Estonia



Part of the Carlsberg Group



- Industry: Consumer products
- Sector: Production of beer, soft drinks and alcoholic cocktails
- Employees: More than 1000
- Web site: [www.carlsberggroup.com](http://www.carlsberggroup.com)

##### KEY REQUIREMENTS

- Simple integration of mobile solution into business processes
- Possibility of smooth expansions of the system in the future

##### SOLUTION

- Visicom SFA 2.1

##### KEY ELEMENTS OF THE IMPLEMENTATION

- Length of implementation:  
4–5 months
- Number of users: About 300
- Countries: Lithuania, Latvia, Estonia

##### THIRD-PARTY INTEGRATION

- Database: Sybase
- Hardware: Hewlett-Packard
- Operating system: Microsoft

##### CARLSBERG

In 2008 Carlsberg became sole owner of Švyturys–Utenos Brewery – Lithuania, Aldaris Brewery – Latvia and Saku Brewery – Estonia.

#### SITUATION BEFORE SYSTEM IMPLEMENTATION

Carlsberg breweries use hundreds of field SalesReps using local mobile solution for product sales and distribution throughout the Baltic countries. In order to increase information flow by implementing new, innovative sales processes, Carlsberg has decided to upgrade the already inefficient and obsolete local solution. In 2008, the company announces a public tender and defines functional requirements for new, innovative mobile SFA (Sales Force Automation) solution.

#### COMPANY REQUIREMENTS

Most of all, Carlsberg requires simple integration of the mobile solution with already existing company ERP system – SAP. An important criterion for decision-making is the possibility for smooth expansion of the solution in the future, bearing in mind the systematic growth of the company. By implementing the new SFA system, the company expects increasing efficiency of sales processes and easy gathering of relevant sales data.

In March 2008, mobile solution from Visicom wins the public tender. Mobile solution covered the requirements of Carlsberg the best and the professionalism and international experience of the vendor played its role as well. Right after contract signing, the preparatory works for implementation were initiated.

#### MARKET OBJECTIVES

Primary objective of Carlsberg is to fortify its economic position at the market and increase of availability of its products throughout the Baltic countries. Visicom SFA allows the company to accelerate the information flow of sales data, increases efficiency and promotes comfort of demanding work of sales representatives. Cost reduction for mobile solution maintenance, as well as reduction of overall company costs by replacing the local solution with innovative system Visicom SFA is expected.

#### THE SOLUTION

Basic solution is the Visicom SFA system integrated together with already existing company ERP system – SAP. Activated modules of the Visicom SFA system – Orders, Monitoring and Forms, are process-wise covering the full-day work of sales representatives in the field and allow their efficient supervision by the managers.

Within the range of processes, the sales representative records all activities, tasks, offers and their history using PDA or Tablet PC. All of the solution's functions guarantee better visit preparation as well as optimized visit process itself. Support for outlet and stock placement check of goods, order taking, order consolidation, monitoring of own products, monitoring of competition and sales opportunities recording functions are also supported.

Monitoring of competition and reporting allows the management of the company to get important strategic information gathered right from the field.

#### IMPLEMENTATION PROGRESS

In summer 2008, first testing phase and integration with SAP system is commencing. During the end of 2008, production phase started in Lithuania, during January 2009 in Estonia and month later also in Latvia. In summer 2009, connection between central stock and Visicom SFA mobile solution is commencing. By doing so, the system allows to show the confirmed quantities, which were delivered to the customer. Sales representative creates an order, order synchronizes to SAP and based on the order, delivery note is being created. After the delivery has taken place, via synchronization, the sales representative get the information about confirmed quantities directly to his PDA.

Visicom SFA is implemented in all of the Carlsberg branches in the Baltic region. Implementation and integration of the solution was handled by implementation team consisting of Visicom consultants and Carlsberg team members. The implementation was divided to 3 phases following markets.

Carlsberg uses Visicom SFA on PDA and Tablet PC platform as well, while these are being use by hundreds of mobile users in the Baltic countries.