

WASA BARILLA INCREASES EFFECTIVITY OF SALES TEAMS USING HAMILTONSFA SYSTEM

AT A GLANCE



COMPANY

- Name: WASA BARILLA POLAND Sp.z o.o.
- Location: Warsaw, Poland
- Industry: Food products
- Sector: Production of crispbread, bakery products and cookies
- Employees: About 50
- Web site: www.wasa.pl

KEY REQUIREMENTS

- Increased sales information flow in the company
- Increased customer awareness of sales representatives
- Current field data gathering
- Consolidate leading market position

SOLUTION

- HamiltonSFA 2.1

KEY ELEMENTS OF THE IMPLEMENTATION

- Length of implementation: 4 months
- Number of users: About 40
- Country: Poland
- Implementation partner: Olprint Sp. z o.o., Poland

THIRD-PARTY INTEGRATION

- Database: Sybase
- Hardware: Asus
- Operating system: Microsoft

Wasa is the world's largest producer of crispbread. Every year the company sells around 60,000 tons of crispbread in 40 countries. The Swedes eat more crispbread than any other people in the world, almost 4 kilograms per capita. Wasa's largest markets outside Sweden are the other Scandinavian countries and Germany, closely followed by Poland, the Netherlands, France and the USA. Wasa has a staff of around 950 people. Since 1999, the company is owned by the Barilla Group. The head office is in Stockholm, Sweden.



SITUATION BEFORE SYSTEM IMPLEMENTATION

Wasa Barilla Poland Sp. z .o.o. with HQ in Warsaw belongs to Barilla Group. Company employs approx. 50 employees and its products are distributed via own distribution channels. Sales representatives of Wasa Barilla Poland have been using local system based on Palmtop devices for many years, which enabled them to perform basic field operations. Facing continuous expansion and product portfolio extension, the company needed to increase its information flow in order to make right decisions and get an effective tool for sales force management.

Wasa Barilla Poland started to look for options to increase effectiveness of current processes and decided to implement new, innovative mobile SFA (Sales Force Automation) solution, which will meet its demanding requests. For its new solution, the company chose mobile SFA solution HamiltonSFA developed and customized to its specific needs by VISICOM company.

COMPANY REQUIREMENTS AND SALES OBJECTIVES

Main objective of Wasa Barilla Company is to consolidate its leading market position. Since implementation of mobile SFA solution for its distribution channels – sales representatives and their managers – and thus expects number of improvements.

Main objectives and requirements are:

- Information flow acceleration in the company and also towards customer, ending up in increase of the already high-quality services provided
- Addition of special monitoring functions of planned promotions, related investments and outcome within very fragmented Polish FMCG universe
- Support of Mobile sales representatives by saving their time, in order to enable more options towards customers to meet their requirements and needs
- Central information administration, accessible also for management, based on which the information are up-to-date and ready, enabling important decisions to be made on-time
- Ensuing of competitive advantage against competition and to consolidate its leading market position

SOLUTION

HamiltonSFA became a base solution. Activated modules of the system – Orders, Monitoring, Forms, Expense evidence and Messages, process wise cover the full-day routine of 30 Sales representatives in the field and enable managers their effective control. During the process, the Sales representative records all orders, activities, tasks, offers and their history using PDA. The solution is built to enable synchronization of the device directly in field using i.e. GPRS connection via mobile phone.

All recorded data are after the synchronization saved to central HamiltonSFA server, which provides data transfer between Sales representatives'PDA and HQ. From there, the data about Customers, Products, Receivables, Listings, Discounts, etc. is being transferred further. Solution is outsourced by Olprint Sp. z o.o. – central server is located in Olprint Data center in Wroclaw where all data are processed.

Module Monitoring enables the Sales representatives to monitor competition and create various reports, which then provides strategic information gathered on-site to the management of the company. Another ten users is using the system in the HQ.

IMPLEMENTATION PROCESS

Olprint Sp. z o.o. company, the implementation partner of Visicom in Poland began the implementation of the system HamiltonSFA in Wasa Barilla company during end of 2008. After concluding the testing phase, the production phase was started during February 2009. Adaptation of the Sales representatives to the new software and new working style went without problems, as has the overall implementation of the project. Company counts also with connection of mobile HamiltonSFA solution with its SAP information system.