

Pulsar & Heineken Customer Win



Industry	Business Unit	Customer Since	Business Size
Food & Beverages	Sales and Services	2014	85,000+ employees
Company Description: Heineken is a proud, independent global brewer committed to surprise and excite consumers with its brands and products everywhere. They are present in over 70 countries and operate more than 165 breweries. Heineken is Europe's largest brewer and the world's third largest by volume.			

Business Challenge	Feature Used	Specific Business Value
Heineken is trying to dethrone the biggest competitor in the Belgian market and the reps need to be quicker and more flexible.	Offline Data	Offline access to important customer information like Orders, Open Orders, Delivery Hours, Opening Hours and Distribution enables the rep to interact with customers and stores effectively and close deals faster.
Juggling multiple calendars and Salesforce activities.	Activity Management	Pulsar consolidates all necessary calendars including Heineken Outlook, Salesforce events and private calendars. This helps the rep manage their schedule and plan site visits.
Ability to perform important operational tasks easily when visiting a site.	Intuitive UI	Reps use Pulsar extensively to do the following tasks: Visit Planning, Visit Registration, Net Numeric Distribution, Lead Creation/Conversion and capturing latest Account Information.