

## Challenge

1. It was time consuming for tracking sales activities, capturing contract ROI and no order inputting in previous CRM system, which adversely affected the productivity.
2. The 9 Asian affiliates were using different on-premise CRM systems, e.g. Sterling, State in Front, with no mobility access and make the report generation complicated.

## Project Objective

1. Pernod Ricard Asia has been deploying over 1000 licenses, with around 90% from force.com and 10% from Salesforce, and we assisted them to create a user-friendly frontend, for easier processing and data input.
2. We helped the client to integrate a CRM for managing Channels' trade expenses, with existing Oracle E1 with its Finance and shipment, facilitating the backend generation of financial reports.

## Products

force.com and Sales Cloud

## Project Duration

Go live date: Apr 2018 (Different Asian regions)

## Countries Covered

7 regions, including China, HK, Korea, Japan, Malaysia, Thailand, Taiwan

## No. of Business Users

Over 1000 force.com and Salesforce licences

## Business Benefits

1. The standard view of frontend can streamline the time for order inputting from 1 hour to 1 minute, and more productivity can be released for sales activities and generating extra business.
2. Contract ROI generation for finance and management has been significantly increased from half day into real-time.
3. Mobility with different countries and methods is enabled at the touch of salesman fingertips.
4. End to end contract management with approval process is possible
5. Customer segmentation is easier which is important for customer loyalty.
6. There would be a multiple phases of enhancement in customer journey.
7. Chatter is also helping Pernod Ricard connect with partners to better serve customers

## Quote

- “Chatter is only the beginning of a truly digital ecosystem,” explains Olivier Cavil, the Group Communications Director. With Salesforce Communities, Pernod Ricard Chatter is opening up to external partners, and soon to consumers. “Salesforce Communities will make effective collaboration with our distributors easier.”