



Customer Stories

How We Helped Multinational Manufacturer on Digitalization

Client

As one of the multinational tobacco manufacturing companies, our client was responsible for Turkey's national distribution and sales of brands. They establish a strong presence in the Turkish cigarette and tobacco market with a vast distribution network in 81 cities around 143,000 sales outlets.

Our business partnership remained for 8 years, with lots of successful projects.

Our main objective has always been to maintain their competitive advantage in digital and beyond.

Their Challenges

Before adopting our solutions, they were using spreadsheet systems to manage their global sales data and process. It was time-consuming and caused inefficient execution.

Also, new competitors entering the trade market were making considerable strides in the digital space. In this competitive landscape, their system had severe limitations such as;

- Lack of flexibility in the legacy system
- Lack of capability in business requirements
- Lack of adaptability to changing environment
- Inability to provide 360 scale process in digitalization

Their experience had made them sure of one thing; All-in-one solution was a necessity and making those adaptations for their innovation process was our responsibility!



Our Solution



Development, deployment, and integration was no more a challenge with our solutions below:

- Building Sales & Trade Marketing System
- Integrating Financial & Taxing Systems for a Better Depth Management

The Results

Proved with ultimate success



By adapting their systems into a very efficient environment, those significant improvements observed as below;

- ✔ More budget-friendly system which made it easier to get across the line with the decision-makers.
- ✔ The rapid increase in direct, key account & dealer distributor sales
- ✔ 80% increase in operational costs by removing manual processes
- ✔ Better customer journey with digital execution system
- ✔ Efficiency in on-logistics operations
- ✔ Better field route planning & execution
- ✔ Speed on track & measure performance
- ✔ Increased focus on more value-adding tasks
- ✔ Better functionalities in enterprise merchandising & trade marketing
- ✔ Cultivated global relationships with seamless collaboration

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