



# IMPLEMENTATION SALES CLOUD

*Vitra AG is a Swiss company for the production and trade of home and office furniture with its headquarters in Birsfelden, Switzerland. Independent subsidiaries in 14 countries belong to the group.*



## CHALLENGES

In order to realize the vision of a customer platform, Vitra was faced with the challenge of implementing a new CRM system. The previous system was no longer able to map the company's requirements and keep pace with the speed of ideas and innovation at Vitra.

Vitra decided to implement Salesforce and selected DIGITALL (formerly ec4u expert consulting ag) for the implementation. In the first step, the focus was on the implementation of the Salesforce Sales Cloud and the Marketing Cloud as well as the integration with various other existing systems at Vitra. The second step is the Salesforce Service Cloud and Experience Cloud for partners and end customers.

## SOLUTION

Implementation of the Salesforce Sales Cloud in an agile approach, based on a detailed analysis of requirements. The focus was on:

- Account & Contact Management
- Lead & Opportunity Management
- Connection of the external industry-specific product configurator
- Integration of SAP ERP for customer master data, orders (OEX format) and sales history
- Integration of MS AD or IAM
- Migration of Data from the Complex Structures of the Old CRM
- Simple Case Management
- Support in change management, training & roll-out planning
- Connection of the marketing cloud incl. setup of campaigns

# vitra.

 | Salesforce

 | Retail/Manufacturing

 | Sales excellence

- **PRAGMATIC MAPPING OF BUSINESS PROCESSES**
- **SIGNIFICANTLY INCREASE SALES PRODUCTIVITY**
- **PERFORMANCE WITHIN 6 MONTHS**