

CRM Solution for Sara Lee International

Sara Lee International Raises Performance and Lowers TCO with Microsoft® CRM

Sara Lee International wanted to provide their sales force of the marketing and sales unit retail Netherlands with an automated customer relationship management tool that was flexible and agile but also tightly integrated with other technologies in use in the company so that it had high user acceptance. Working with Avanade, the company implemented a Microsoft® Dynamics CRM Solution which has increased the efficiency and effectiveness of their Dutch Sales Force.



▲ Sara Lee International is a global manufacturer and marketer of high-quality, brand-name products for consumers throughout the world. The organization has operations in 58 countries and markets branded products in nearly 200 nations. Sara Lee International employs 137,000 people worldwide. In The Netherlands, Sara Lee International is the leading brand in the coffee and tea Markets, with brands like Douwe Egberts, Senseo, Kanis & Gunnink, Van Nelle and Pickwick. Sara Lee International deploys shop account managers to operate the retail channel.

▶ SNAPSHOT

Industry	Fast moving Consumer Products	Solution Summary	Sales force automation using Microsoft® CRM	Benefits	Increased effectiveness and efficiency of the salesforce
Geography	Netherlands	Benefits	Lower Total Cost of Ownership (TCO)		Adaptable for new ways of doing business
Partnership	Microsoft®				
Core team	Avanade 4 Sara Lee 8				

Situation

Sara Lee International is a global manufacturer and marketer of high-quality, brand-name products for consumers throughout the world. The organisation has operations in 58 countries and markets with branded products in nearly 200 nations. Sara Lee International employs 137,000 people worldwide.

In The Netherlands, the Shop Account Managers of Sara Lee International MSU Retail, Netherlands keep in close contact with their retail channels. Due to the competitive nature of the retail market, it is of the utmost importance that the sales force is supported with a customer relationship management solution which is agile and responds to their requirements.

As the President of C&T Retail, Netherlands of Sara Lee International, Piet Hein Merckens is responsible for the Dutch retail channel. Merckens' priority was to acquire a solution that would empower the sales team. "In the Autumn of 2003, a price war developed between the supermarkets. Effectiveness and efficiency are key for our business. Therefore; we needed to facilitate our sales force in a standardised and automated way. This was one of the most important goals of the Sales Force Automation project."

Johann Corlemeijer from Avanade is Project Manager for Sales Force Automation. Corlemeijer's focus was to deliver the total project within time and budget. Sara Lee's technical team wrote an extensive analysis of requirements up front. Avanade added an Envisioning Phase in order to learn more about the exact requirements and the customer environment. This ensured that expectations were clear for both parties.

▶ QUOTE

As Piet Hein Merckens, President C&T Retail Netherlands, Sara Lee International, explains, "Effectiveness and efficiency are key for our business. Therefore, we needed to facilitate our sales force in a standardized and automated way. This was one of the most important goals of the Sales Force Automation project."

**Piet Hein Merckens,
President C&T Retail Netherlands,
Sara Lee International**

Requirement Analysis

Te Fu Chow is Supply Chain Support Manager for Sara Lee International. Chow focused on the requirements and delivery of the project for Sara Lee International. At the beginning of the project, Sara Lee thought the functional requirements were clear. The Envisioning Phase, which was initiated by Avanade, made it clear that some additional research had to be undertaken. The detailed analysis was carried out in a very short amount of time – two days.

As an Information Manager, Jaap Schouten (Sara Lee International) was responsible for the connection between the technical requirements within the project and the technical environment within Sara Lee International. According to Schouten, the Envisioning Phase was important from an Avanade point of view. "It was the first real 'confrontation' with our business. Sara Lee International operates in a highly dynamic and changing market. New ideas are realised on a daily basis. The future CRM solution had to support this way of doing business. After the Envisioning Phase, Avanade knew our business and was able to advise accordingly."

User Participation

The actual end-users were involved from the beginning of the project. As Corlemeijer explains: "The benefits of this user participation were clear. The expectations at the end were in line with the expectations in the beginning." Gerrit De Kuijper is a Field Sales Manager for Sara Lee International. De Kuijper supports the team of shop account managers.

Furthermore, he provides practical business input. De Kuijper assisted the other stakeholders in selecting the right solution for the sales force from a functional point of view. "One thing was clear from the beginning: we needed a user friendly solution. The system had to be very user friendly. Only this way, could we ensure that the chosen solution actually will be used by the relevant parties."

The Solution

After the requirements were set, Microsoft® CRM was chosen. Te Fu Chow: "From a technical point of view, the benefit of Microsoft® CRM is the tight integration with other Microsoft® technologies. This is quite important for the organization when you consider that most of our people already use Microsoft® products during their daily work. The learning curve for our users had to be short." Johann Corlemeijer identified the key benefits of Microsoft® CRM. "Actually, Microsoft® CRM works the way you want, it works the way your business does and it works the way IT should."

The Solution In The Field

Gert Koppenberg is Shop Account Manager for Sara Lee International. Koppenberg visits the retailers and is one of the users of the CRM solution. "When I heard a new solution was to be implemented, I immediately thought it had to be a solution that actually supports me in my work in the field." According to Koppenberg, Microsoft® CRM gives the Shop Account Manager a lot more structure for their activity. Gerrit de Kuijper also thinks one of the main benefits of the solution lies in the reporting functionality. "Reports on the sales force are available immediately. Therefore, it's possible to act directly on any changes in the sales process. Because of the user friendly and modern aspects of the solution, we can be certain this tool can be used for several years."

Conclusion

Sara Lee International has had a very positive experience working in cooperation with the technology integrator Avanade. The company has illustrated its knowledge of solutions and its ability to match the system to the needs of Sara Lee. Furthermore, Sara Lee International appreciated Avanade's open minded approach to analysing their customer's needs. Piet Hein Merckens concludes: "Especially on local level, the new Microsoft® CRM solution can make a difference both to our customers and to our in-store presence. Furthermore, I see several opportunities for local initiatives. The role of our sales representatives is becoming more important. The CRM solution will help the team to be more effective."

For More Information

For more information about Avanade services and projects, you can call us at: +31 (0)36 5475100. Or visit us at:

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▶ QUOTE

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Te Fu Chow,
Supply Chain Support Manager,
Sara Lee International

About Microsoft® Dynamics CRM

▶ QUOTE

" Microsoft® CRM works the way you want; it works the way your business does and it works the way IT should."

Johan Corlemeijer,
Project Manager Sales
Force Automation, Avanade

Microsoft® Dynamics is a line of integrated adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft® Dynamics works like familiar Microsoft® software such as Microsoft® Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft®, it easily works with the systems your company already has implemented. By automating and streamlining financial, customer relationship and supply chain processes, Microsoft® Dynamics brings together people, processes and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft® Dynamics CRM, go to: www.microsoft.com/dynamics

About Avanade

Avanade is the leading technology integrator specializing in the Microsoft® enterprise platform. Our people help customers around the world maximize their IT investment and create comprehensive solutions that drive business results. For more information about our services, please visit www.avanade.com.

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