

**Swedish Match gains competitive edge with Mobile CRM**

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| Bringing People, Business and IT Together |
| Customer Profile Swedish Match develops, manufactures, and sells market-leading brands in product areas; Snus, Snuff and other tobacco products (US mass market cigars and chewing tobacco), Lighters (matches and gas). Well known brands include General snus, Longhorn moist snuff, White Owl cigars, Red Man chewing tobacco, Fiat Lux matches, and Cricket lighters.The Group sells products across the globe, with production units in six countries. More than a third of total company sales and more than half of the operating profit come from the ­product area Snus and snuff. In Sweden, the Group has an independent distribution company. Swedish Match also owns 50 percent of SMPM International (a joint venture with Philip Morris International for snus outside of Scandinavia and the US). In addition, Swedish Match holds a 49 percent ownership interest in Scandinavian Tobacco Group (STG).Swedish Match is listed on the NASDAQ OMX Stockholm. The CEO and Corporate functions are based at the head office located in Stockholm.Business Situation In Sweden, even though competition is increasing with major global tobacco players investing significantly in low price products to gain market share, the Swedish Match sales organization continues to defend and grow volume in all price segments. By making 45,000 sales visits a year in more than 11,000 stores, Swedish Match continuously drives product visibility and quality. One of the key strategic factors is becoming the most valued trade partner and securing sales effectiveness.  | In the past, Swedish Match sales force used Microsoft Dynamics CRM 4.0 and a laptop device to manage customer relations. The solution had become progressively worse from a user experience, performance, availability and capability perspective. As a result, Swedish Match wanted to secure better CRM capabilities to reach its strategic objectives. The SolutionIn early 2011, the VP Sales Sweden and key representatives from Group IT came together to find ways of modernizing their sales processes and tools. What transpired from the CRM vision generated a Proof of Concept, a Resco “Mobile CRM” prototype on an iPad in order to evaluate the extendibility and performance of the Microsoft Dynamics CRM 2011 platform.Avanade’s strong partnership with Resco, a Bratislava based organization together with Avanade’s ACM (Avanade Connected Methods) used an efficient and powerful methodology of standard processes and tools to guide and accelerate its delivery was a proven recipe for success.The CRM project kicked off in April 2012 and a year later, the new CRM solution was successfully deployed in two separate releases which turned out very prosperous. | Results Avanade helped Swedish Match implement a highly fit for purpose Mobile CRM solution to support the execution of sales strategy, whereby enabling sales reps to:* Effectively manage multiple trade promotions within sales cycles.
* Optimize route planning of sales visits with intelligent maps.
* High level of customer engagement on focused trade promotions and related store insights.
* Quick and easy to create sales orders on the go.
* And many more sales capabilities.

Since the CRM post go-live in the beginning of February 2013, Swedish Match continues to realize actual benefits compared to the conservative business case, which has exceeded their expectations with more than 200% value increase of additional CRM sales orders.“The collaboration between Group IT and Sales Sweden is a key success factor and I’m exceptionally pleased with the positive outcome. With the new Mobile CRM solution providing new capabilities and quality of data, application, reporting and support, we have seen significant benefits in the way we work and sales effectiveness not only internal but more importantly our customers trust Swedish Match as the most valued trade partner.”*Jonas JöhnemarkVP Sales Sweden, Swedish Match* |



About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Additional information can be found at [www.avanade.com](http://www.avanade.com/).

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