



# Empower Sales with Smarter Insights

Positioned as a leading player in the German beverage market, this company embarked on an AI transformation initiative to reimagine its field sales operations in the HoReCa business. The objective was to deliver a proof of concept (PoC) which outlines how sales representatives can be equipped with intelligent, real-time insights that drive stronger customer engagements and deliver tangible ROI.



**Industry**  
Consumer Products

**Products and Services**  
Beverages for hospitality and retail sectors, including alcoholic and non-alcoholic product lines

**Revenue**  
> € 500 Mio

**Employees**  
> 1000

**Featured Solutions and Services**  
SAP BTP, Generative AI Hub, SAP ERP/ CRM/ BW Integration

## Challenges

- Customer and operational data is scattered across legacy CRM, ERP, BW systems, and external sources, reducing accuracy of insights and slowing decision-making
- Field sales teams lack the expertise to execute visits effectively, impacting channel performance
- Sales Management sees potential to use travel time for customer preparation, leading to more value generation
- Sales processes need to be redesigned using modern technology innovations while ensuring governance and compliance

## Solution

- Provision of a technology platform to deliver a proof of concept for interactive, AI-driven audio briefings that provide contextual insights to sales representatives
- Pro-active guidance to customer sales teams through AI use cases, enabling rapid prototyping and clear scope definition for future projects
- The use case was built on already owned SAP BTP platform, requiring only the integration of AI capabilities such as SAP-approved large language models

## Outcome

- Proof of concept delivered in six weeks with minimal investment, proving rapid time-to-value
- Opportunity to reclaim 10–20% of travel time for strategic preparation, improving customer engagement and freeing capacity for inside sales teams
- Management validated scalability and measurable business impact through more value-driven sales visits
- AI established as strategic enabler for next-generation CX, unlocking innovation and competitive advantage



**6 weeks**

Time-to-deploy from concept to functional PoC



**~15%**

Field sales travel time reclaimed for strategic customer preparation



Significant growth potential discovered