



# Make Sales and Service More Efficient

As a trusted innovator in the food and beverage industry, Döhler turns fresh ideas into impactful customer solutions. To drive efficiency and elevate business performance, Döhler transitioned its operations to SAP Sales and Service Cloud V2, leveraging cutting-edge technology to optimize processes.



**Döhler GmbH**  
Darmstadt, Germany  
[www.doehler.com](http://www.doehler.com)

**Industry**  
Consumer Products

**Products and Services**  
Natural ingredients, ingredient systems, and integrated solutions for food and beverage

**Revenue**  
> € 3.5 Bn

**Employees**  
> 9.500

**Featured Solutions and Services**  
SAP Sales and Service Cloud v2, SAP Fiori, SAP BTP

## Challenges

- Sales and Service processes have grown increasingly complex over time
- Regular business tasks became time-consuming and inefficient
- Lack of integration with supporting applications and systems hindered operations
- Legacy platform was unable to support improvements using modern technology

## Solution

- Migration of current landscape to SAP Sales and Service Cloud V2
- Integration of surrounding solutions (Fiori Apps, SAP Analytics Cloud Dashboards, Portal Apps, Outlook/Teams) with new Sales and Service platform to enable seamless, end-to-end process flows
- Activation of AI-functions—including Predictive and Generative AI—to enhance efficiency and simplify business task execution

## Outcome

- New platform ensures end-to-end process support—from Market-to-Lead through to Order-to-Cash
- Modern work environment is fully integrated with all critical applications and system, enhancing execution and efficiency
- Embedded AI capabilities streamline daily operations, freeing up time and boosting effectiveness in Sales and Service
- Rapid upgrade with zero training requirements and high user adoption



**30%**

Productivity increase through new platform



**25%**

Cost savings due to AI-enabled process improvements



**95%**

User satisfaction score post-upgrade