Improve Performance in Field Sales

Anadolu Efes, the largest beer producer in Turkey and one of the top 10 brewers globally, primarily operates through distributor-led routes to market. As sales execution across diverse markets grew increasingly complex, the company recognized the need for a more integrated, real-time platform to enhance responsiveness to evolving consumer demands.

ANADOLU EFES

Anadolu Efes
Istanbul, Turkey
www.anadoluefes.com

Industry
Consumer Products

Products and Services
Alcoholic Beverages

Revenue
> € 5,25 Bn

Employees
> 3.500

Featured Solutions and Services
RISE with SAP, SAP Sales Cloud,
SAP Analytics Cloud, SAP BTP

Challenge
- Sales processes lacked automation, limiting the efficiency of sales activities
- The system landscape had evolved into a collection of fragmented, poorly integrated solutions that were inflexible and difficult to maintain
- Limited process harmonization across markets made system changes challenging and future deployments time-consuming
- There was no solution available that could be adapted to the company's specific requirements

Solution
- Introduction of an integrated landscape for Back- and Front-Office, to enable real-time process execution and improved operational efficiency
- In addition to standard SAP solutions, a field sales solution tailored to the company's unique needs has been developed through custom applications and extensions on the SAP Business Technology Platform
- System consolidation into a unified solution to support all markets and eliminate landscape complexity
- Thanks to the robust integration infrastructure offered by SAP Business Technology Platform, field sales teams can access central systems in real time via mobile devices, enabling them to carry out their processes seamlessly while in the field.

Outcome
- The real-time sales execution that enables consistent field sales activities across different markets ensures seamless information flow from the field to the headquarters, thanks to SAP BTP's data accessibility and integration capabilities
- Integration of business systems and processes resulting in a significant performance boost within the first year
- Data harmonization, process standardization, and technology unification — enabling faster market deployment and flexibility for future adaptations — are supported by SAP BTP's modular structure and flexible development environment
- Enhanced collaboration with distributors, improving responsiveness to changing consumer needs

SOLVIA

+2% Revenue increase through new platform already in year one

10% Increase in sales employee productivity

360° Customer view and activity management in real-time