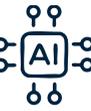


Accelerating Business Outcomes Through Customer Centricity



Meysu, an established beverage company in Turkey, embarked on a strategic Digital Transformation to strengthen its customer focus and expand market presence. By implementing SAP Sales and Service Cloud V2, the company laid a scalable foundation for more efficient, data-driven, and customer-centric operations—positioning itself for sustained growth in a competitive landscape.



Meysu
Kayseri, Türkiye
www.meysu.com.tr

Industry
Consumer Products

Products and Services
Non-alcoholic Beverages

Employees
> 500

Featured Solutions and Services
SAP Sales and Service Cloud v2,
SAP S/4HANA Public Cloud, SAP
Analytics Cloud, SAP Cloud
Integration

Challenges

- Sales and service operations relied on manual processes and fragmented legacy systems
- Absence of a centralized customer database limited visibility into performance and customer behaviour
- Communication and collaboration across sales, service, and back-office teams were inconsistent
- Lack of an integrated platform hindered process standardization and data-driven reporting

Solution

- Seamless integration of front-office processes with SAP S/4HANA Public Cloud backend
- Fully digitized end-to-end sales process—from initial customer interest to sales execution and order fulfillment
- Centralized case management for consistent and efficient issue resolution
- Native integration with Microsoft Outlook and Teams for streamlined communication
- Tailored dashboards and reports on SAP Analytics Cloud for real-time insights

Outcome

- Integrated front- and back-office execution for seamless end-to-end operations
- Full sales and service transparency enables faster response times and greater operational control
- Embedded AI delivers contextual guidance to boost user productivity and process efficiency
- The new digital platform establishes a scalable foundation for Meysu's future growth