



COMARCH SFA

IMPLEMENTATION OF THE
SFA/CRM SOLUTION FOR IREKS



IREKS

ABOUT IREKS GMBH

IREKS is a company that has supported bakers across the world for many years. Present today in over 90 countries, it has provided direct support to bakers and confectioners globally for over 160 years. IREKS provides state-of-the-art baking ingredients, made with the best grain and natural materials and is a leading manufacturer of quality malts for breweries. In addition to this, the divisions flavourings, ice-cream products and the agricultural trade belong to the range of the Company Group.

In 2014, IREKS commissioned Comarch to deliver Comarch SFA Mobile Sales Force. We designed our collaboration for many years ahead and started with deployment at Poland-based IREKS PROKOPOWICZ Sp. z o.o. Following the successful Polish deployment, IREKS commissioned Comarch in 2015 to proceed with the deployment in the UK, Denmark and Germany (at its daughter company DREIDOPPEL GmbH), and then, in 2016, in Belgium, Norway, Sweden, Romania and countries of Pacific Asia. In 2017, deployments in other countries will follow.

DEPLOYMENT OF COMARCH SFA/CRM SOLUTION

IREKS field staff members represent two main categories: sales people and technologists, and the CRM/SFA system was meant to support all of them. Due to the industry's nature and the varying degree of IT maturity across different countries, some of the IREKS companies had previously used some other CRM/SFA solutions, while others had not. Those who had used such solutions had deployed them independently of and without working with other members of the group.

The biggest challenge prior to 2014 was the absence of standardized processes, the downside of separated systems and data and low IT support for the majority of field employees in their day-to-day work.

Comarch came up with a unified solution, Comarch SFA Mobile Sales Force for iPad devices, intended to cover as many countries of the IREKS Group as possible. The system was designed to support both field sales representatives and technologists, who follow different goals and work guidelines as well area sales managers with different responsibilities and requirements.

With focus on technologists and in collaboration with IREKS specialists, Comarch developed a dedicated recipe module and a comprehensive visit procedure. The staff can independently develop new formulas for recipes, including customer-dedicated recipes based on IREKS products. The recipe module helps IREKS staff members to estimate and calculate overall manufacturing cost and manufacturing cost per unit of the final product.

Thanks to the recipe module, each employee may develop and test formulas while on the customer's premises and then evaluate them and recommend possible revisions. This information is now shareable throughout the IREKS Group to further improve the formulas and products.

One challenge for the project core team was collaboration across several sites and countries, without physical meetings. However this proved to be no problem during the project and the use of mainly asynchronous communications and weekly jour fixe telcos became a part of daily work.

Thanks to the governance restriction to develop the application with a single database environment, the Comarch system now offers uniform functionalities and new solutions for all markets. A functionality that is introduced in one country will be implemented simultaneously in all other countries, with the system remaining consistent for overall IREKS.

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Working closely with IREKS, our project team delivered a versatile model and our success emboldened both parties to step up their collaborative efforts and work out functionalities to further enhance IREKS business as IREKS became even more confident about their decision to work with Comarch,”

Mariusz Wośko

Project Manager Comarch SFA”

Today, IREKS uses Comarch SFA Mobile Sales Force in 9 markets and will deploy it, among others, in Russia and the Netherlands. The system offers a wide range of functionalities, ranging from field order acceptance, the development and implementation of recipes, to the conduct of surveys and receipt of market feedback on products and recipes. This flexible and easily configurable solution also supports dedicated, market-specific elements - no country or market needs or uses all available features. In other words, the system has been designed for further extensions and supports the specific needs of the IREKS Group.

Business never stands still, and software should follow it. Each new local deployment came up with some new system functionalities and revisions that were subsequently implemented in other countries of the IREKS Group.

In Q1/2017, new modules will be offered to a pilot market, including web solutions that support the work of Area Sales Managers. They will be available from web browsers, without the need to install any additional software such as today. With this innovative RWD (Responsive Web Design) solution, users can access the app on their laptops, tablets and even smartphones.

Based on the web solution, we are now developing a call center management module that allows the users to set up and assign tasks to specific field staff, track progress and report results.



BENEFITS

Comarch SFA offers IREKS the following advantages:

- Reduced reporting time, and no report errors or omissions;
- Increased work of sales representatives and technologists = field staff members have more time for their customers with less time spent on home office postprocessing;
- Better preparation for time spent on customer's premises;
- Reduced order completion time;
- Lower customer service cost;
- Standardization of recipe management tools;
- System enhancements/improvements and investments are available for all users, implementing the idea of continuous improvement in a software lifecycle;
- Shortened and proven procedures for onboarding of new companies and countries;

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We chose Comarch SFA Mobile Sales Force based on a thorough market survey and comparing it with different solutions deployed in our and other companies. Consequently, we chose the best requirements matching solution that can be tailored to our needs and can be implemented in many markets. We have gained a reliable partner with Comarch.”

Dr. Klaus Langer CIO IREKS GmbH

Peter Rockstroh Project Manager CRM IREKS GmbH

COMARCH

Comarch is a producer and supplier of modern IT systems which improve business processes. For 23 years the company has helped businesses around the world to achieve higher profitability. They offer Sales Force Automation systems, among others. Comarch has cooperated with the leaders of European and global FMCG markets (e.g. Carlsberg, the Red Bull, Diageo, Colgate-Palmolive) to optimise sales processes. The key systems that Comarch provides for sales departments are: Mobile Sales Force, Online Sales Support and Trade Promotion Management. Thanks to the flexibility and individual approach, building effective connections between business partners and customers is possible.