



## Sales Excellence@GDP – Sales Processes ... at its best!

### COMPANY PROFILE

#### CUSTOMER

gdp Global Drinks Partnership GmbH  
Marienstr. 17  
80331 München, Germany  
<https://www.gdp-drinks.de>

#### INDUSTRY

Food Industry

#### USED PROMATIS PRODUCTS

Oracle Sales Cloud

### SHORT PORTRAIT

Premium drinks from Europe and non-European countries are also enjoying increasing popularity in German gastronomy. The Global Drinks Partnership (GDP) from Munich recognised this trend early on and turned it into a successful business model. The company specialises in the import and distribution of premium drinks from Spain, Singapore and Great Britain, among others.

## Global Drinks Partnership maximizes customer potential using consistent sales processes and increases sales with exotic alcoholic beverages by 31%

The German beverages market changes constantly. As well as in some other countries, the trend is growing towards premium drinks with outstanding taste and authentic origin. The beverage industry and its consumers are looking for variety, quality and that certain 'je ne sais quoi'. Global Drinks Partnership (GDP) has recognized this trend early on and built an unmatched portfolio of unique, international beverage brands since 2009 based on entrepreneurial expertise, excellent knowledge of the industry and with a sense of product demand.

As a distributor of premium beverages, GDP introduces alcoholic beverages in Germany that have already been successfully marketed in Europe, and they have the exclusive distribution rights for world famous beers, mixed drinks and spirits such as San Miguel, Tiger Beer, Mahou, Fever Tree, Aspell Cyder, Edinburgh Gin and Hunters Gin. The customers of GDP include urban bars, fine restaurants, and beverage and food retailers, who procure the GDP range through a network of 400 specialized beverage wholesalers.

The manual, Microsoft Excel-based planning in sales had to be replaced with a cost-effective cloud-based enterprise solution. The aim was to increase the company's growth for the distribution of premium beverages with scalable software, as well as to ensure the consistency and timeliness of customer data and sales activities. Another goal was to increase the sales staff's performance.

It was especially important to GDP to be able to access sales data – at any time and from any-

where – in real-time, in order to e.g. gain insights into the range of their competitors, which is currently listed in a bar, a restaurant or a grocery retailer. Also, up to this point, they did not have access to the latest sales figures, as in e.g. information concerning the previous total order volume in hectoliters and quantities planned for the future (forecast). Also, they wanted to increase sales productivity by enabling their staff to exploit the full cross-selling potential when visiting retailer and restaurants.

Global Drinks Partnership was looking for a competent partner with extensive experience in business processes and expertise in terms of the latest cloud technologies, also with regard to the use of business intelligence components, because the management and sales staff themselves wanted to use real-time data to draw conclusions and make informed decisions about possible promotions. They also wanted sales staff and analysts to have access to real-time sales data to be in better control of the distribution processes.

Hence, GDP opted for the Oracle Platinum partner PROMATIS, specializing in intelligent business processes with expertise in Oracle applications, cloud services and technology. Based on the PROMATIS Best Practice Knowledge Bases, Global Drinks Partnership completely reengineered their business processes in the spring of 2015. Using the Software as a Service (SaaS) solution "Oracle Sales Cloud", the individual and complex processes were transferred into one consistent standard process. This was followed by an optimized new implementation of the Oracle Sales Cloud, taking into account all system standards. This made the previous customizations obsolete, the performance of the soft-



ware was significantly increased and the releaseability for future updates or upgrades was restored.

"From the first moment, we had the feeling that they took care of us, and the cooperation has been running smoothly from the start. Thanks to PROMATIS' expertise and process-oriented approach we can take full advantage of the potential that the Oracle Sales Cloud offers, and at the same time, we can guarantee low total cost of ownership for years to come," emphasizes Sylvia Beider, Analyst Sales & Marketing at Global Drinks Partnership GmbH.

With the introduction of the Opportunity Lifecycle Management by PROMATIS, the development of an opportunity can be traced exactly using interactive dashboards. The dashboards feature a variety of drill-down capabilities, to display e.g. the average time that is required to successfully complete an opportunity. Using the Oracle Sales Cloud has greatly increased sales productivity, since the solution is available anywhere and at any time. Due to its intuitive interface, data collection is a breeze and the salespeople can spend much more time with actual sales. The cost of administrative activities was reduced by 50%, which improved sales results and consequently, the salespeople are happier, too. Also, the Oracle Sales Cloud app can be used on the go with tablets or smartphones. When

customers are called, the conversation is automatically logged as an interaction with the customer, including a time stamp.

In the Oracle Sales app, salespeople can create the log for a customer call directly, they can prepare optimally for a customer appointment on the go, or access sales and product information during their visit with the client. Therefore, GDP is now better equipped to continuously optimize their sales processes. Sales rose by 31% in the first year after the Oracle Sales Cloud was implemented. "Oracle Sales Cloud with its low monthly fee is the perfect solution for a company of our. We now have consistent data and we've significantly increased our sales performance. We spend 50% less time with administrative tasks and we were able to triple cross-sales," says Sylvia Beider.