

Customer Success Story Heineken® Deutschland

Heineken® takes brewery contract management to the next level with CRMFIRST's **proCONTRACTS | Beverage**



LESS EFFORT



SIMPLE PROCESS



SIGNIFICANT
TIME-SAVINGS

Saved at the last minute. Anyone who travels to Asia, Africa or Latin America, for example, knows what it's like when, among all the unfamiliar beer brands, a familiar name appears: Heineken®.

The great strength is the power of the Heineken® brand. And it is the partner of choice for many restaurateurs – aiming to offer a premium beer in their portfolio. The brewery group also takes care of its partners – it continues to drive the market consistently with innovative systems and products.

HEINEKEN N.V.

The world's second-largest brewer operates in 190 countries. Today, this includes a range of international premium beers and cider brands.

The brewery has been around for 150 years and remains independent and family owned.

Starting point: Brewery contracts need a new contract management tool

Heineken® has experienced rapid growth in recent years, and demand has increased significantly. The brewer needed to reflect this in its own structures leading to an elevation of targets for its sales force. These objectives, however, posed challenges that weren't easily attainable. After all, the sales force had to deal with a time-consuming process.

Beverage supply agreements – or simply put, brewery contracts – between a manufacturer and the restaurant business are complex: At Heineken®, they contain as many as 15 different combinations of contractual obligations covering a wide range of aspects. From setting up the interior and equipment provision to the procurement of the company's beverage brands.

Another issue was that the contract data was captured using an Excel file, which was then converted to a PDF file during the contract finalization phase – a rather complicated process.

PREPARING FOR FASTER GROWTH

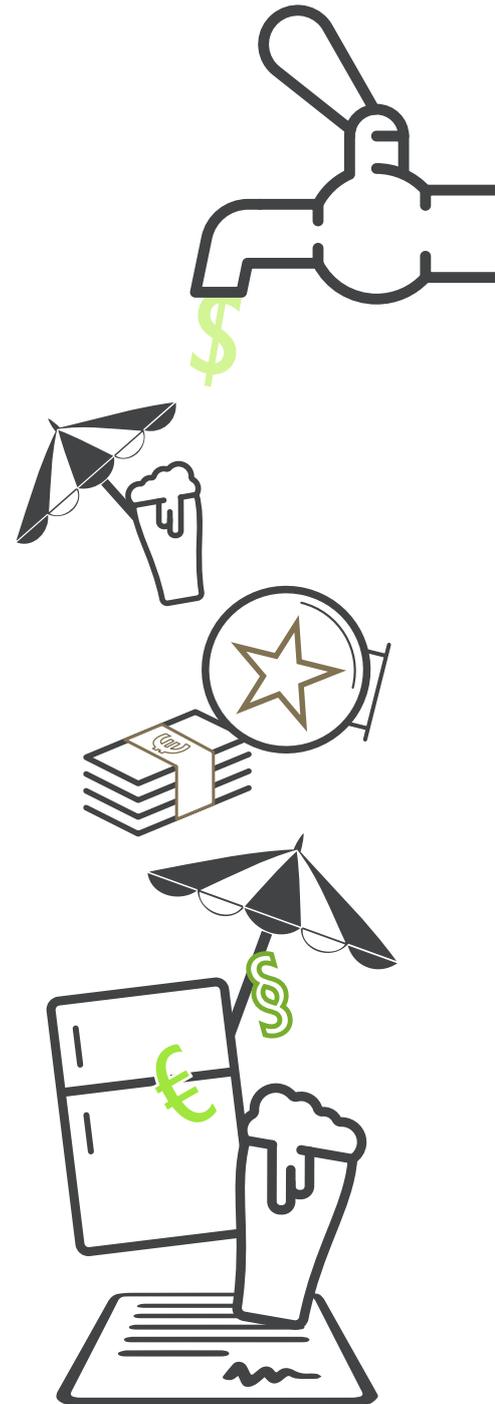
The complex process applied to both contract negotiations with new customers (see next page) and review of existing contracts. Regular contract assessments were necessary during customer meetings: Are the terms upheld? Are additions or modifications needed? Do they need to be renewed?

Prior to these meetings employees would retrieve the contract and calculate the depreciation amounts for each individual element (dispensing equipment, WKZ, etc.) in order to incorporate them into the contract as an inventory investment. This was then double-checked by the regional sales managers.

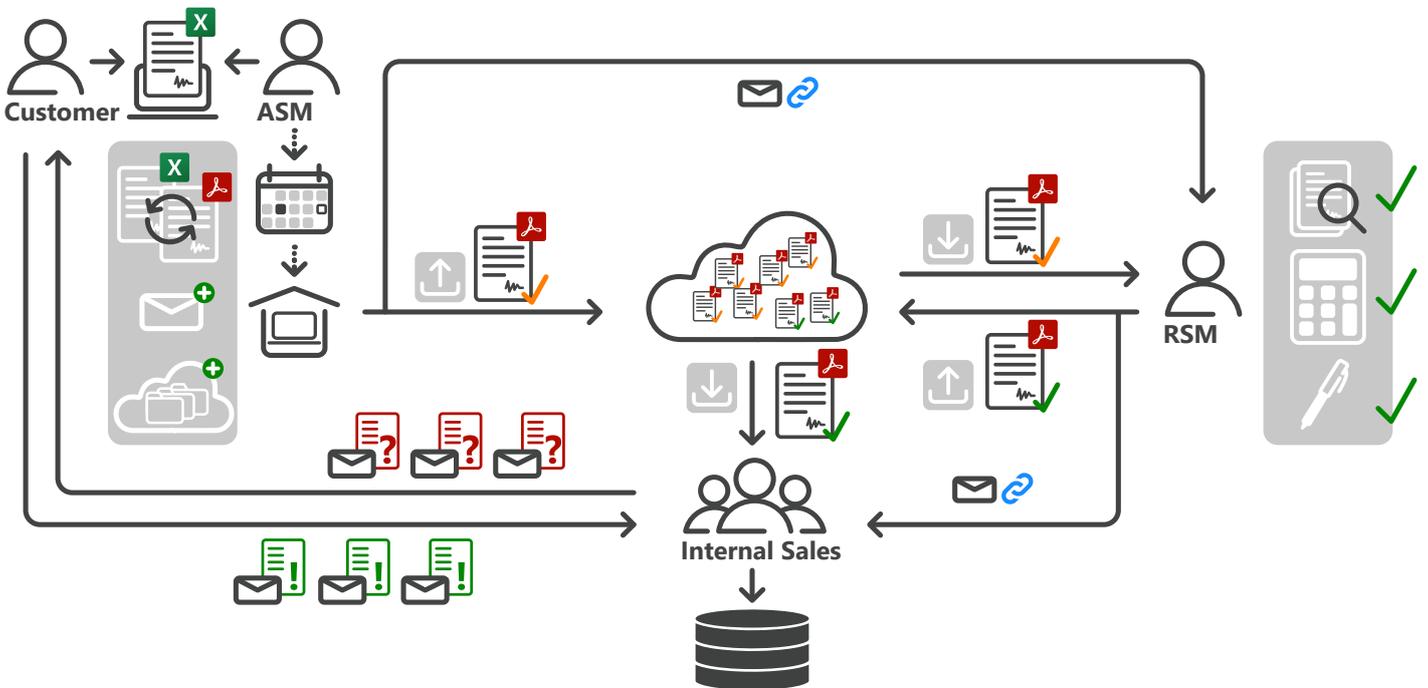


"A very complicated process for a very simple matter."

Philip Stern,
Regional Sales Manager at Heineken®



HIGH EFFORT IN NEW CUSTOMER CONTRACTS



1. Contract creation and signature in an Excel file at the customer site
2. Export to PDF
3. Storage of the PDF file in a folder on SharePoint
4. Send Regional Sales Manager (RSM) e-mail with link and information to new contract
5. Review and countersign
6. Local storage of the contract
7. Upload the signed contract back to SharePoint
8. E-mail with link and info about contract to internal sales for further steps



THE LONGER THE PROCESS TAKES, THE GREATER THE RISK THAT IMPORTANT DECISIONS AND IMPLEMENTATION ARE DELAYED.

As a result, a new contract management tool was needed, one that significantly streamlines the process and handling of documents. This would allow the sales force to meet its elevated sales goals more quickly.

The solution: proCONTRACTS by CRMFIRST as contract management tool



HEINEKEN'S OBJECTIVES:

- ★ A unified (integrated) system that implements all process steps, from calculation to contract creation, approval workflow and contract archiving.
- ★ Minimize duplicate work, such as entering and transferring master data.
- ★ Ideally, this should be based on Microsoft Dynamics 365.

CRMFIRST'S SOLUTION:

The digitalization specialist **CRMFIRST** has developed a specific extension for their proCONTRACTS contract management solution. The add-on "Beverage" is tailored to the needs of the food and beverage industry and includes a mobile app that allows field staff to work on contracts on site and simplifies document management.

All information, such as additional agreements, is available to all parties in real time through integration with the CRM system. Through a simple mechanism, field staff can take the cost of the invest (COI) into account and use it to calculate the level of approval (see box).

The new solution maps the entire process in a single system: It enhances the functionality of Microsoft Dynamics 365 and operates on a modular basis, enabling the creation of a customized corporate solution.



EASY TO USE

For brewery contracts, there is a simple logic: the more the brewery needs to invest per HL (hectoliter), the higher the approval level required. When dealing with a high cost of invest (COI), senior executives must approve the contracts. This also correlates with the calculated beverage volume, i.e. the expected sales. Using a simple slider, employees can adjust the load per HL in the calculation and thus determine the approval level in the application in advance.

The implementation process:



KICK-OFF:
Beginning of
November 2022



GO-LIVE:
End of
March 2023

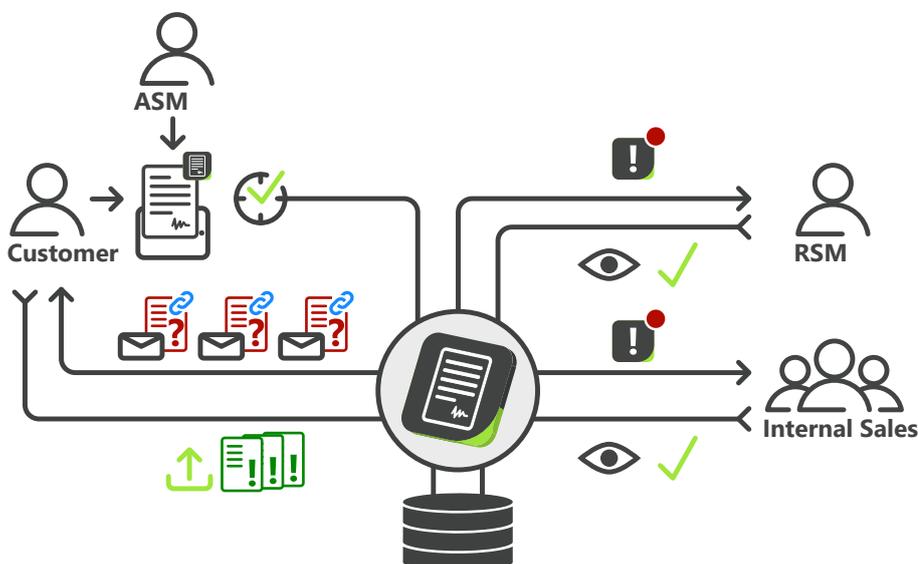
THE INTRODUCTION OF PROCONTRACTS WAS IMPLEMENTED VERY QUICKLY IN ONLY 5 MONTHS AND INCLUDED THE FOLLOWING STEPS :

-  Import of old contract data into the new system (including all documents).
-  Development of the canvas application "Beverage" for the contract management tool proCONTRACTS as a tool for the sales force.
-  Implementation of customer specific requirements.

The result:

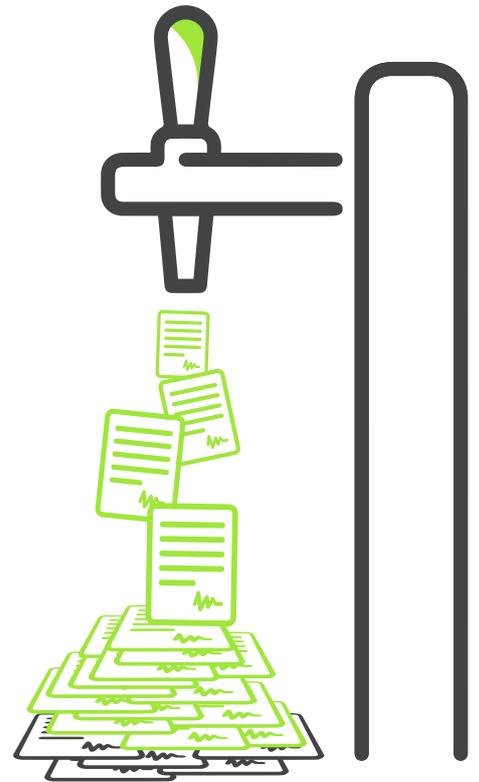
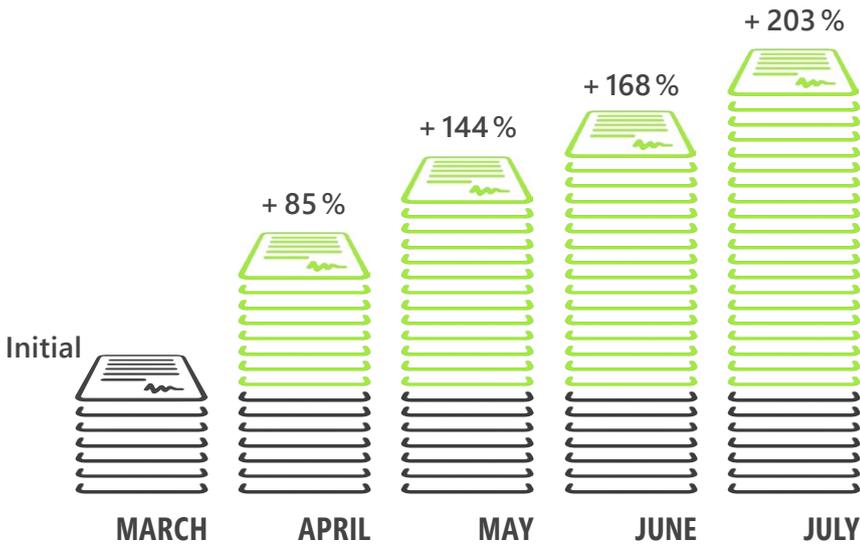
SIGNIFICANT TIME SAVINGS AND SIMPLIFICATION OF THE PROCESS FOR BREWERY CONTRACTS

The process flow with proCONTRACTS is significantly shortened and simplified to 3 steps:



1. **Contract creation and signature in Canvas App Beverage directly with the customer.**
2. **Send contract data directly from the system for review and approval by the Regional Sales Manager (RSM).**
3. **Review, signature and approval by RSM in the shortest time possible.**

In the four months since go-live, approx. **800 contracts** have already been entered and processed using proCONTRACTS – with a growing trend.



"I open proCONTRACTS, see everything I need, sign and click submit – and that's it. There are no more emails, no more artificial folder structures and no more local storage of documents. Everything is in one database. In addition, all processes – including communication – are automated."

Philip Stern,
Regional Sales Manager at Heineken®

**20 HOURS OF TIME SAVED PER WEEK
COMPARED TO THE OLD SYSTEM**

Using the new tool field reps save an average of 15 minutes per contract, while regional sales managers require approx. 10 minutes less for review and approval: that adds up to a total of **25 minutes per contract**.

Extrapolated to 50 contracts, this translates to nearly **20 hours of potential savings, equivalent to 2.5 workdays.**

Every week!



Ready for the Future:

A scalable system allows for higher targets

For breweries, the contract management tool proCONTRACTS | Beverage by CRMFIRST holds great potential, especially in terms of competition. The comprehensive integration within one tool significantly streamlines the handling and allows for scalability in line with higher targets. In addition, Heineken® is aligning itself with future generations who are accustomed to manage processes through tools and applications.

“We consider the standardized digital contract creation process directly on site with the customer is trendsetting,”

says Sven Heerda.



“We intend to implement additional contract types alongside the beer supply contract using proCONTRACTS. The next step will also involve automated invoicing and contract termination through this application. Looking further into the future, we envision even greater potential in the End-to-End process with our contract partners.”

Sven Heerda,
Sales Support Manager at Heineken®

Why CRMFIRST?

We blend technological advancement with expert consultancy:

From requirements analysis to tailored support strategies, we assist our clients in implementing digitization strategies and customer engagement projects based on Microsoft Dynamics 365, Power Platform, and Cloud.

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THESE COMPANIES ALREADY RELY ON CRMFIRST:

