



Salesforce Implementation

10,000+ User Salesforce Implementation for Global Beverage Company

Multi-billion-dollar beverage company implements Salesforce for global operations. Salesforce “Center of Excellence” and Chatter deployment allow for better collaboration across borders and business units making forecasting, buying trends, and sales activity more accurate.

Client Profile

\$35 billion global beverage company. The client owns or licenses and markets more than 500 non-alcoholic beverage brands, including sparkling and still beverages – water, flavored waters, juices, ready-to-drink teas and coffees, and energy and sports drinks.

The client company makes its beverage products available throughout the world through its network of company-owned or controlled bottling and distribution operations, as well as through independent bottling partners, distributors, wholesalers and retailers. The client’s primary markets include Africa, Europe, Latin America, North America, and Asia Pacific.

Business Challenge

Despite being a globally recognized beverage manufacturer and distributor, the client did not have an efficient system in place to track sales activity and business operations and needed a platform to organize customer intelligence more systematically. With numerous business units and client groups, all with diverse applications and business requirements, the client needed a universal CRM solution to provide visibility and a better way to track sales and activity.

Project Overview

After establishing a Salesforce “Center of Excellence” for the client, LABUR oversaw the replacement of Lotus Notes and conducted a Chatter deployment, allowing the enterprise to collaborate more

effectively and across the globe. This required setting up multiple business units and applications to aggregate the entire company's operations into the appropriate instances of Salesforce.

LABUR consultants consolidated Salesforce iterations based on geography, administration and application complexity, and configured Salesforce for role hierarchy, user profiles, record types, page layouts, Apex, and Visualforce customization.

Delivered Results

The client was able to successfully retire the use of Lotus Notes and implement a global CRM to better and more efficiently track sales and operations activities.

- LABUR was able to save the client Salesforce licensing and support fees in excess of \$1.5M
- The client now has a 360-degree view of their sales and business processes, making forecasting, buying trends, and sales activity more accurate

- Business functions globally are able to more effectively collaborate and track relevant activity

