



## **Relavis eSales is behind the counter**

*Serving a good fresh beer is not only an art; it is also an art of management.*

*Horeca Logistic Services, the major distributor of drinks, namely Carlsberg, Tuborg and La Remee has chosen Relavis eSales for automating its sales force.*

“When choosing Lotus Notes in 2000 for its Messaging, Agenda and To Do functionality, we knew that we took a canon for killing a fly”, admits Mr. Eric Samain, IS director and a member of the board of directors. “But from the beginning we had the intention to develop eCommerce, eCollaboration and CRM solutions on this platform.”

The group is controlled by the family Haelterman and manages its activities with 3 companies. Horeca Logistics Services (HLS) distributes drinks, water, beer & wine to about 2000 points of sales that are situated mainly in Brussels, Brabant and the north of Belgium. The company Carlsberg importers has the exclusive distribution rights for Carlsberg and Tuborg in the Benelux, supplying hundreds of clients, distributors, supermarkets and independent shops. The company Chais Du Nord distributes wine from the whole world with approximately a thousand clients in the Benelux. The three companies have an annual turnover of € 74 million with 220 employees.

### **Common platform for the group**

“Our ICT strategy is to use the same platform for the three companies”, explains Mr. Eric Samain, “doing this is not simple, considering the differences in product types, pricing structures, logistics and other activities.” The infrastructure of the group is based on an IBM iSeries (AS400-700) and additionally has about 90 workstations and 2 NT servers (IBM Netfinity) all on an Ethernet network. All network users have an E-Mail address and Internet access. The IBM AS400 also hosts the accounting, ERP systems and Lotus Notes and Domino for the messaging and agenda.

Initially, Lotus enabled the group to improve its internal communication. After the Y2K and € conversion, HLS initiated the CRM project. The solution did not have to be based on Lotus Notes; HLS looked at dozens of potential suppliers. After the various product demonstrations, the Relavis eSales solution proposed by Computacenter prevailed.

“As opposed to the other solutions offered, eSales fulfilled our concern to simplify our tools and computer competencies”, explains Mr. Eric Samain. “This Lotus Notes based flexible solution also allowed us to limit the additional development needed.”

Mr. Frank Vissotsky, our contact at Computacenter perfectly understood our needs. As a business partner of IBM, Computacenter specializes in deploying and integrating systems, including the CRM solution eSales developed by Relavis.

In addition to this we used LEI software (Lotus Enterprise Integrator) to integrate eSales with our ERP system.

**Beyond the product**

The first pilot phase started in October 2002, and will be followed by the next phase in the spring of 2003, when eSales will be used by 40 sales and administrative users with laptop PC's.

**The return on investment?**

eSales has provided better knowledge and allowed more effective follow up of our clients. It allows us to manage our contracts and improve the productivity of our sales force.

“The success of such a project depends on more than just the quality of the product; it depends first of all on the high quality competencies that we found at Computacenter”, concludes Mr. Eric Samain.

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