

Abstract

The elegant bottles in the sparkling wine cellars of Rotkaeppchen-Mumm Sektkellereien represent a unique success story for the leader in the German sparkling wine market. To help maintain its position, the company has replaced its previous customer relationship management (CRM) solution with the leading consumer goods customer management and mobility software platform. The move has helped to provide Rotkaeppchen-Mumm Sektkellereien with a holistic view of its customers, and streamline business processes across its sales operations, enabling it to manage its sales more efficiently and react with greater flexibility to changes in the market. 4brands Reply used the platform to develop the implementation template xpressCAS, which helps to create a preconfigured solution aimed at enabling greater collaboration with retailers. 4brands Reply introduced the application and adapted to the processes at Rotkaeppchen-Mumm Sektkellereien and the sales management of the company and implemented the solution in only seven months.



Rotkaeppchen-Mumm Sektkellereien: fit for the future with 4brands Reply

The customer

The sparkling wine cellars of Rotkaeppchen-Mumm Sektkellereien stand not only for a long tradition of sparkling wine production but also for the tradition of successful German spirit brands. The company offers enthusiasts a rich selection of strong and well-known brands.

The challenge

To maintain its outstanding market position, Rotkaeppchen-Mumm Sektkellereien decided to gain a holistic view of its customers, and streamlined business processes across its sales operations, enabling it to manage its sales more efficiently and react with greater flexibility to changes in the market.

The solution

The implementation of the solution began at the end of November 2010, and it went live at the end of June 2011. "We are pleased to have delivered the project on time and on budget and we are proud to have set the record in the speed of a CAS implementation," said Dr. Rolf Sundermeier, Managing Director of 4brands Reply.

Rotkaeppchen-Mumm Sektkellereien is sold on the cooperation with 4brands Reply. "The 4brands Reply consultants have a very pragmatic style and combine development expertise with very good knowledge of the business processes in our industry. This is why the cooperation was so fruitful," said André Birrenbach, Director of IT at the Rotkaeppchen-Mumm Sektkellereien.

The benefit

Rotkaeppchen-Mumm Sektkellereien has used the software platform to achieve excellence in its sales operations. The improved insights offered by the new software have enabled it to benefit from greater visibility at every stage of its sales activities.

“Our sales staff now have an exact overview of the activities and measures, as well as the budgets that they manage. This provides us with an increase in efficiency as well as quality,” said Michael Ohrt, head of Trade Marketing at the Rotkaeppchen-Mumm Sektkellereien.

4brands Reply provides consumer products companies comprehensive consulting services for business process design according to the ECR principle and software implementation solutions that assist their customers in achieving sustainable company objectives. To do this, 4brands Reply follows the proven concept of integrating software components provided by technology leaders such as SAP, CAS or Microsoft into customer-specific solutions.

4brands Reply customers profit from innovative solutions tailored to their specific needs, the consultants' sound knowledge of the industry and a cooperative partnership. The company was founded as a joint venture with the Melitta Group at the end of 2001. Reply Deutschland AG holds 51% of the shares. The inclusion in the network of the European IT service provider Reply offers access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies had a turnover of approx. 384 million euros in the main offices in Italy, Germany and the United Kingdom.

Reply is a leading Consulting, Systems Integration, Application Management and Business Process Outsourcing company, specialising in the creation and implementation of solutions based on new communication networks and digital media.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

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