

ATOS ORIGIN AND CAMPARI

GETTING CAMPARI CLOSER TO THE CONSUMER

The Campari Group is one of the major worldwide players in the alcoholic beverage market with over 200 labels. They wanted a state-of-the-art CRM system capable of handling precise requirements such as order management, point of sale statistics, promotional activities, and contracts. They also needed a trusted partner that could support them.

During the project we appreciated Atos Origin's ability to effectively integrate with Campari, translating our company's objectives into concrete solutions and providing organizational support and high quality technical competencies.

Roberto Gollin,
IT Director Campari Group



The Campari Group is one of the major worldwide players in the alcoholic beverage market with over 200 labels. They were looking to replace and existing system with a state-of-the-art CRM system capable of handling precise requirements such as order management, point of sale statistics, promotional activities, and contracts. And to realize this they needed a capable and experienced partner.

Atos Origin was already a trusted partner due to our ability to translate Campari's objectives into concrete solutions, our competitiveness, and proven global capabilities. Building on this partnership, we were again approached and a joint work group was established and selected the mySAP CRM Mobile Sales for its high data integration capabilities.

A pilot group first provided valuable feedback for the optimization of the procedures and the rules of operation. The project then moved to all areas of Campari to support and stimulate the sale activities, through Mobile Sales and Sales Analysis, supplying information on customer orders and following sales. This also involved the customization of some areas of non-standard functionality such as the production of statistics for sales analysis and order tracking.

Now the company has one complete view on every customer. The benefits include better integration of the information, its greater availability to the sale force, the reduction of lead times for orders, a deeper understanding of the customer, a real increase of the number of the automatic incoming orders, and improved management of the customer profile. Other functionality can easily be added through suite extension, demonstrating the vision of selecting one solution that has the flexibility to be able to grow and develop with the company.

The Campari Group is one of the major worldwide players in the alcoholic beverage market with over 200 labels. The Group operates in three main market segments, spirits, wines and soft drinks, and owns well known leading international brands such as Biancosarti, Campari, CampariSoda, Cinzano, Crodino, Cynar, Sella & Mosca, Lemonsoda, Oransoda Ouzo 12, Dreher & Old Eight. The Group employs more than 1300 people in 190 countries.

For more information please visit www.atosorigin.com or send an e-mail to more-info@atosorigin.com