

## Shhh, Duvel treats itself to CRMoblie...

### What is the best way to use the gathered information?

Our company employs 365 people, around 50 of whom are sales representatives. These latter are distributed as follows: in Belgium, the team consists of five representatives for volume retailing and 15 for the catering sector; we are also well established in the Netherlands, the United States and France, and our forthcoming entry into the UK market will involve a team of four salespeople.

*"The work used to be done exclusively on paper. The report was a price journal: a vast collection of useless, time-consuming informations; there had to be a better way of using this information and making it available to sales reps and the management. Manoël Ancion came to Duvel Moortgat to prospect for sales and sold the PDA project to Duvel's management."*

Duvel then surveyed the market and conducted a preliminary analysis with another company, but remained highly attracted to the user-friendliness of this tool. *"One of Euremis's competitors was offering a solution which was only available on laptop, whereas Euremis was offering its solution on PDA, which went down very well with the reps specialising in the catering trade."*

*Once the budget had been determined, working flexibility was analysed and Duvel decided to work with Euremis."*

In financial terms, the investment turned out to be lower than that required for other solutions, and over a three-year period, Euremis proved to be the most economical solution.

### Gradual implementation...

The time between the taking of the initial decision, the analysis and the implementation was a year and a half.

*"We had requests which were typical of the catering industry, specific requirements associated with their way of working. They had a very clear idea of the type of information they wanted to receive."*

### A big step forward...

The most striking progress achieved from using the PDA is the quantity of information available. In this respect, a big step forward has been taken in the monitoring of the sales teams.

*"It's now easy to set targets for the sales teams, as we can take the actual facts as our basis."* The use of the solution from Euremis also means we

can target our promotional campaigns more accurately, gain a clearer planning outlook and achieve more precise monitoring of payoffs.

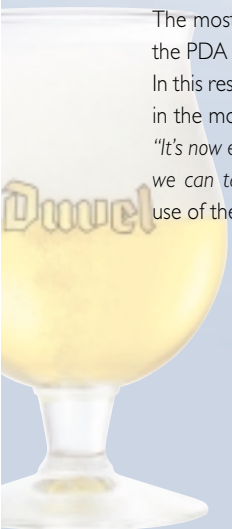
In addition, the management can now set targets in collaboration with the sales representatives.



*"Our objective at present is to systematically intensify our international growth,"* we were told by **Emmanuel Huon**, Sales Manager Food Belgium & Export.

## Varying uses for CRMoblie...

**In terms of the way CRMoblie is used, there is a big difference between sales activities in the catering sector (where negotiating partners are cafés) and the food sector (where it is supermarkets). Adopting different CRMoblie settings for each of these sectors has meant that we are able to monitor our sales actions individually in the most appropriate way. For instance, in the food sector, the focus is especially on monitoring assortments, on price listings and on ensuring the presence of advertising material in sufficient quantity during promotional campaigns; while in catering, the focus is on monitoring investments in solar tents, terraces, furniture and so on.**





**euremis**  
mobile solutions

### Improving the well-being of our sales reps

The reps regard CRMobility as a considerable advantage in terms of their day-to-day activities, seeing it as a useful working tool. In fact, they couldn't do without it now...

What's more, and this definitely doesn't do any

harm, CRMobility is seen as very user-friendly, with information available at any time about past visits, the history of actions performed, the concrete results of those actions, systematic price monitoring and so on...

### And now for the back office....

*"Right now, we're busy working on the development of the back office. Our objective is to give each of our reps access so that he can obtain the information that's relevant to him at any time.*

*As far as the reporting tool is concerned, we want this to be specific to each country, and each manager will ultimately need to receive the most suitable tool. We also want the management to benefit from consolidated information for all customers, allowing*

*a longer-term view of market trends and areas that need to be worked on. CRMobility's new "Business Intelligence" model meets our requirements and is enabling us to make full use of the tool's potential".*

### We placed our trust in a young company

What attracted us about Euremis was the dynamism, flexibility and professionalism of the solution. We took a calculated risk: there were a lot of parameters to develop, and Euremis was a young

company at the time. Today, we're very happy that we took that risk.

*"We'd do it exactly the same way again if we needed to..."* concludes Emmanuel Huon.

## About Euremis

Euremis is the reference in mobile Sales Force Automation solutions (CRM-SFA) on PDA and Tablet PC. Its mission is to provide its customers with a simple, effective, high-performance solution that is adapted to conditions on the ground. The success of Euremis' mobile solutions is based not just on professional expertise which ensures a perfect match between customer needs and the mobile application, but also on the user-friendliness, flexibility and reliability of the solution.

The Euremis approach is intended to ensure:

- improved productivity of field personnel
- higher-quality, more relevant data coming from the field
- higher visibility of the impact of sales campaigns conducted in the field (promotions, trade marketing, reporting, etc.)

CRMobility thus guarantees a rapid return on investment (ROI) and a high level of appreciation on the part of users.



## About Duvel Moortgat...

The Duvel Moortgat Group, founded in 1871, is today an independent producer of authentic speciality beers. The group is regarded throughout the world as the benchmark producer in the market segment for top-fermented pale beers with refermentation in the bottle, a dominant position it largely owes to its flagship beer, Duvel. As a niche operator, Duvel Moortgat is the market leader in the strategic segments occupied by speciality beers such as Duvel, Maredsous, Bel Pils and Vedett. The group markets the wheat beer Steendonk in a joint venture with Palm.

The group's beers are currently exported to 40 countries. Duvel has also established a foothold in central Europe, thanks to a 50% stake in the Czech brewery Bernard, which is internationally famous for its premium pils beers marketed under the same name. With the acquisition of the American brewery Ommegang, the group has entered the American traditional beers market. The group has been listed on Euronext in Brussels since 1999, in the NextPrime segment.

In 2001, the group became the first Belgian brewery to obtain HACCP certification, a quality standard relating to the production and packaging of beers - a fitting reward for the production safety policy operated by Duvel Moortgat.

[www.duvel.be](http://www.duvel.be)

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