



Whirlpool

DIGITAL REVOLUTION OF THE SALES FORCE AUTOMATION



Inspiring Trust. Globally.

EXECUTIVE SUMMARY

Since 2018, Whirlpool EMEA and Techedge have collaborated on the implementation of a **Sales Force Automation and In-Store Execution** solution already adopted by all the Continental Europe markets and with an already planned roll-out on the East Europe ones.

The goal of this initiative was to rethink the Sales Execution process in a digital way, to maximize the efficiency of the sales tasks increasing revenue, margins and control over the entire process.

Through the adoption of SAP Sales Cloud it has been possible to implement a solution capable of support the visit management, order intake and in-store execution processes in an integrated manner, ensuring the alignment of the various company functions, providing them with a single source of information, common KPIs and improved collaboration and visibility on the end-to-end process.

THE OPPORTUNITY

The big opportunity for Whirlpool was to maximize efficiency and **improve the sales funnel** while deploying EMEA wide best practices. The main areas where they were looking for improvements were:

- Real-time integration with ERP data, including the full set of master data
- Complete, updated visibility on contacts and customer data
- A modern experience to plan and manage sales visits, including feed management
- Full order management, from simulation to preparation and intake
- Operational and Managerial reporting

CLIENT

Industry:
Appliance
Manufacturing

Headquarter:
USA

Revenue:
\$20 billion





THE SOLUTION

SAP Sales Cloud is the platform chosen to configure the solution, because of its maturity, robustness and wide functional coverage that is continuously improving thanks to the Software as a Service paradigm.

Functional coverage is the cornerstone of the whole project strategy, represented by the team mantra “**Configure only, no coding**”; Techedge adapted SAP best-practice methodology to help Whirlpool key users to gain confidence in the functionalities provided out-of-the-box by SAP platform, avoiding any custom logic implementation.

For both Sales Execution and Order Intake processes, the solution provides business value to Whirlpool thanks to:

- Full ERP integration to provide always updated operational data
- Visit and task planner with integrated Agenda, to simplify daily tasks management
- Streamlined order simulation, preparation and intake to enhance efficiency
- Desktop, mobile and offline access to increase productivity
- Inline reporting to support decision-making processes, both at operational and managerial levels

A key success factor of this project has been Techedge's application of the SAP Activate methodology for Cloud, enriched with specific Techedge best practices and deliverables, which allowed users to access the solution from the very beginning of the project. This approach reduces the resistance to change among the key users community and generates enthusiasm about the solution, two basic ingredients for success.



HOW THE SOLUTION HELPED

The SAP Sales Cloud solution helps Whirlpool providing sales reps with the information they need to make better deals and build stronger customer relationships, tangible benefits have been gained in different areas of the end-to-end process:

Sales Area

More than 5% Sales Efficiency increase
Increased sales revenue and better product mix

Back Office Area

Trade Marketing improved efficiency
Improved Collaboration

Order Desk Area

Up to 10% order desk workload decrease
Reduced order errors and related disputes

Sell Out Area

Better opportunities identification
Deeper understanding of competitive positioning

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Sales representatives are more focused on business opportunities to lock than administrative aspects. And last but not least, our sales managers are better equipped to drive their teams to deliver exceptional performances

- General Manager, France



FUTURE PLANS

Whirlpool continues to invest in the digital innovation of the sales processes, leveraging the partnership with Techedge and SAP.

Thanks to the international presence and ability to scale of Techedge, Sales Force Automation and In-store Execution solutions, already adopted by all the West and North Europe countries, **are planned to be rolled out to all the East Europe markets.**

Thanks to the continuous collaboration with SAP Quality Team, Whirlpool is actively working to furtherly extend SAP Sales Cloud functionalities, **exploiting at maximum the value of the Software as a Service paradigm.**

ABOUT THE CLIENT

Whirlpool Corporation (NYSE: WHR) is the leading major appliance manufacturer in the world, with approximately \$20 billion in annual sales, 77,000 employees and 59 manufacturing and technology research centers in 2019. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, JennAir, Indesit and other major brand names in nearly every country throughout the world. Whirlpool EMEA is headquartered in Italy



At Techedge, our mission is to help organizations evolve into true digital companies through short iterative cycles of business-driven innovation.

We provide business solutions and services that combine business advisory, technology expertise and premium delivery capabilities, with a lean, trust-based approach.

With our international presence, we offer our clients the scalability of a global provider, the flexibility of a local partner, and the competence of a strategic, trusted advisor.



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