



More important than getting it right is getting answers when problems arise. FH, with its varied portfolio of SAP solutions, has so far been able to find the resources needed to deliver a complex, innovative and challenging project.



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DPASCHOAL IMPLEMENTS SAP SALES CLOUD WITH FH

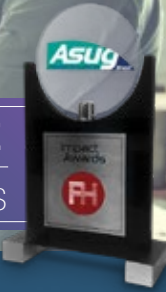
When DPaschoal realized the need to replace its CRM platform, it chose FH to implement SAP C/4HANA.



#SuccessCase



AWARDED CASE
 ★ ★ ★ ★
 ASUG IMPACT AWARDS



DPASCHOAL IMPLEMENTS SAP SALES CLOUD WITH FH

DPaschoal has over 6 decades of experience that provide the company with excellence in service with respect to automotive products and services. Its main differentials, besides the synonym of trust, are: security review, appointment and AutoCard.






To continue evolving with excellence in the segment, DPaschoal reformulated its commercial strategy in 2015. The company, which has 180 physical stores in Brazil, completely restructured its website, started its e-commerce operation and started to replace the its CRM platform in order to count on greater integration between the solutions.

DPaschoal realized that it could improve the user experience with SAP C/4HANA. FH was chosen for offering extensive experience across the entire SAP solution portfolio, whether in ERP, integrations (using PI), SAP Commerce Cloud (e-commerce) and SAP Sales Cloud (CRM) solution, so that current system was replaced with quality by the SAP C/4HANA platform.

BENEFÍCIOS OPERACIONAIS

- # Expansion of customer relationship;
- # Better sales opportunity management;
- # Generation of future opportunities;
- # Management of activities of internal and external sellers;
- # Sales funnel;
- # Quotes;
- # Vehicle management;
- # Security reviews generating future opportunities;
- # Tracking lost sales;
- # Routing visits;
- # Market research.

OVERVIEW

 Industry	Retail
 Income	R\$ 2 billion
 Employees	+ 3.600
 Location	Campinas - SP
 Site	dpaschoal.com.br

CHALLENGES

Deliver the project in a short time, process a large volume of data transactions, integrate with other systems, automate tasks and migrate data from the previous platform.

SUCCESS CASE

This project can be considered a success case as it covers much of the SAP C/4HANA sales force functionality, tailored to DPaschoal's business model and fully integrated with the systems that support the operation, generating agility and better customer relationship process control.