

Case Story - Retail Partner ApS



Retail Partner is a FMCG brand distributor (broker) focused on household, personal care, beauty, and health. Retail Partner was established in 2013 as an independent distributor. Retail Partner represents all of Kimberly-Clark's activities in the region and also distributes lighters and shaving products from the French BIC.

Retail Partners' services include customer management, key account management, category management, sales force operations, supply chain operations, and marketing.



Case is based on an interview with Kristian Dyresberg - Business Development Director from Retail Partner Denmark ApS, 2015

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Challenges

We needed a tool to create an overview of our commercial business with customers. We wanted full transparency and to secure good business processes. The plan was that the tool had to be the very core of our sales department.

The main tasks were:

- KAM's plans for the customer (Campaign and Baseline)
- Business Overview (P & L reports)
- Input to demand planner

At the time we implemented BMS, we were a brand new company, and we therefore had no existing systems we had to take into account. We knew that the typical ERP systems could not solve the task of handling the commercial side of the business, and Excel is not a viable alternative. Therefore, we were looking for a system designed specifically for our industry and needs.

Experiences and Effects

In terms of time spent, BMS gives a great ROI. It is not that we spend less time handling the commercial side of the business today, but with BMS we get a far greater return for our efforts and insight we could not have achieved in any other way

The reporting function in BMS is outstanding. We can easily provide accurate and detailed overviews, and it offers great value when working with our existing partners. It should also be mentioned that BMS is a good selling point when we are in dialog with potential new partners.

“BMS offers great value when working with our existing partners”.

Solution and Implementation

Over the years we have seen some industry-specific solutions, but there is not one of them that does it all, and they are not sufficiently focused on key accounts. We knew BMS from our earlier work, and didn't see any other appropriate alternatives. BMS is the only tool on the market that can actually provide a detailed overview of our commercial business with our customers.

The implementation of BMS was relatively manageable. Much time was spent on uploading data about products and prices, and it took the time we had estimated in advance. BMS has several simple and effective import options, which really facilitated the data work.

We have chosen to make it simple and not have automatic integration between BMS and our ERP. Therefore, we will transfer the updated data manually each month. And because of the smart features for import, it takes only 5 minutes each time.

It has also been a great advantage that BMS is based on a platform similar to Windows and it is therefore very easy and intuitive to use for those of us who are already working in Windows.

“The reporting function in BMS is outstanding”.

Facts:

- Turnover: +200 million DKK
- Number of users: < 10
- Manual upload of master data - BMS is configured as a 100% stand alone system