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PRESS RELEASE

Karlsberg extends implementation of CAS DSM solution

August 20, 2007

“Start small - Think big”

Kaiserslautern - For almost two years now, the Demand Side Management (DSM) Solution CPWerx manufactured by CAS, the world's leading provider of DSM solutions for the consumer products industry, has been successfully deployed at the historic brewery Karlsberg (www.karlsberg.de). During this period functionality to support the “Trade” business area has been gradually implemented. The initial implementation phase lasted just 4 months and focused on Customer Service Management, Call Scheduling, and Call Implementation. This was immediately followed by phase two, which saw the implementation of processes relating to Article Management, Lists and Promotions. During phase three, which has just been completed, a variety of customer-specific requirements related to Order Management were implemented. A second focus of the third phase was the optimization of the modules previously implemented. According to Karlsberg, the twin aims of increased efficiency of day-to-day business in Sales and more effective control of sales activities have both been achieved. Karlsberg's reasons for choosing CAS were CAS's industry expertise, the user-friendliness of CPWerx, the trend-setting technology, the comprehensive functionalities, and the consistency of the DSM processes which allows the CPWerx solution to be implemented in stages. The company now plans to tackle Trade Promotion Management (TPM), Budget Management, and Reporting.

Key to the choice of product was the extremely short implementation period for the first project phase and the fact that the different departments such as Field Sales, In-House Sales, and Key Account Management were able to work with a single DSM Tool across departmental boundaries. A further requirement was that Field Sales should have remote access to the system via the Internet. Given these requirements, CPWerx proved itself to be the top performer during product evaluations.

“We are extremely happy with the implementation. CPWerx satisfies all our expectations with regard to technology, scope of functionality, process efficiency and flexibility – even after an implementation period of just 4 months for the first phase”, explains Stefan Matheis, CRM Project Manager at Karlsberg. “User acceptance has been overwhelming and extraordinary for a software project of this magnitude. Our field sales staff are really enthusiastic.”

Three years ago, Karlsberg restructured its sales organization, separating the business areas Trade and Gastronomy. Due to its positive experience with the implementation of CPWerx, Karlsberg expects to begin implementing the solution in “Gastronomy” as early as next year.



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CAS:

CAS is the world's leading provider of Demand Side Management solutions for the consumer products industry. With over 20 years of industry-specific experience, CAS offers unparalleled expertise in the provision of solutions for driving profitable brand growth. The CPWerx solution supports transactional, analytical, and optimizing process components. The integration of Closed Loop business processes allows CPWerx to support all sales and marketing requirements. Keywords here include Trade Promotion Management, Field Sales Management, and Category Management. CAS customers include leading consumer product companies across the globe, including Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, Karlsberg, Kraft Foods, and Molson Coors. CAS headquarters are located in Germany, with subsidiaries in Europe, USA, Asia, and Australia. Further information is available at www.cas.com.

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