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### Swiss soft drink manufacturer Rivella opts for CPWerx from CAS

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**Kaiserslautern** – Rivella, the second-largest soft drink manufacturer in Switzerland with a market share of around 19 percent, will be supporting central and field sales operations with CPWerx from CAS, the world's leading provider of demand side management (DSM) solutions. The first phase of migration to CPWerx from the predecessor system will conclude in early August 2008 when the CAS solution goes live in the Swiss field service division. By autumn 2008, all central and field sales departments, plus the dispensing machine and service departments, will utilize CPWerx to optimize sales promotion, capacity planning and activity management. CAS' CPWerx is a DSM solution that provides Rivella with a technological advantage over SAP because it enables the implementation of industry-specific functions including reporting, release capability for customer-specific adaptations and because it has proven its sector competence through numerous industry engagements. Rivella's objective in this project is to provide standardized customer visibility in all field service processes, to prevent data redundancies and to improve process and employee efficiencies. The flexibility and extendibility of CPWerx will form the basis for future process changes.

Competition is getting increasingly tough in the Swiss soft drink and fruit juice markets. The market has stopped expanding, consumer spending patterns have changed and there is heightened price competition in the retail sector. Rivella, a traditional Swiss company, is attempting to counteract these trends by implementing a consistent quality policy, using state-of-the-art production equipment and optimizing IT support for its central and field sales teams.

"We were looking for an ultra-modern solution that will equip us to cope with future process challenges and also has the functions to meet our present-day requirements," said Karin Heinzer-Achermann, CPWerx Project Manager, outlining the most important project specifications. "We also wanted a sector-specific provider to reduce project costs to the minimum and guarantee upgradability to our individual requirements. CAS met all the selection team's evaluation criteria, plus those of the external, independent advisors, with its CPWerx solution. The executive management also approved our request to take a different approach to our standard SAP strategy for the central and field sales solution."

Rivella's sales representatives get their visit lists from the sales and key account management departments. They are responsible for scheduling these visits themselves and they decide which of the customers on the list provided by headquarters have to be visited within the given timeframe. There are around 50,000 customers and 25 sales representatives in Switzerland, so priority setting is absolutely essential. The information provided by headquarters is based on an annual plan, which can be broken down by CPWerx to individual customer levels on the basis of current, special promotions. All customer records - with the exception of around 1,000 customers who are supplied directly - were entered and updated in the CAS solution. The other records were imported from SAP® ERP 2005 via an interface. The master data on articles and promotional materials were also imported from the SAP system to CPWerx.



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One advantage of CPWerx is that it fully integrates all the various modules in a suite on the basis of a central database (a current version of Oracle in Rivella's case). "This enables us to include promotional materials such as drinking glasses in our annual planning activities. We can use the integrated reporting tool to monitor how many glasses are scheduled for the promotional activities over the entire year so that we don't encounter any shortages," explained Karin Heinzer-Achermann. "We also use the CPWerx reporting function for many other things such as weekly variance analyses between scheduled activities and the activities that are actually performed so that we can adjust content and timing as necessary. Overall, CPWerx helps us to optimize capacity planning for our field sales team."

All of the Rivella field service's user groups are linked up to the solution to provide standardized customer visibility. This is especially important for the vending and dispensing machine customers because they will require technical personnel to install the refrigerators for Rivella soft drinks on their premises, and personnel to deliver and service the Vitality fruit juice dispensers. All maintenance and repair work can be directly entered in CPWerx, and the customer can confirm performance of the work by electronic signature on the Rivella technician's tablet PC. The customer's sales representative, who also has a tablet PC, sees that his maintenance order for a Vitality dispenser has actually been carried out when he next visits the customer, creating a closed information loop.

The consulting phase of the implementation project commenced in May 2007 and will conclude after all staff training measures in autumn 2008. A total of 70 people will be using CPWerx functions. Around 45 sales representatives for dispensers, Swiss and later foreign sales representatives will work offline with CPWerx and transfer the data to head office once a day. The first group of users - Switzerland sales representatives - is scheduled to go live in March 2008.

"CPWerx has a convincing range of functions, it is convenient to use and it incorporates first-rate technology. It's a flexible and extendable solution that will help our employees to work more efficiently now and in future, and to focus on their core work and customers instead of IT," said Karin Heinzer-Achermann.

### **Rivella**

The traditional company, Rivella, is the second-largest soft drinks manufacturer in Switzerland. It retails over 100 million litres of soft drinks every year and has a market share of around 19 percent. The company was founded in 1952. It has around 50,000 wholesale, retail and restaurant customers in Switzerland and neighbouring countries, and it generates annual turnover of SFR 150 million with some 270 employees. The product range is continually expanding. The original product was a lactoserum drink called Rivella red. At the end of the 1950s, Rivella red was joined by the first 'light' drink ever, Rivella blue. The product range was extended in the 1960s to include exotic fruit drinks and again when Rivella took over the Michel fruit juice brand in 1983. In 1999, the lactoserum product family was extended by Rivella green,



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a new formula that consumers absolutely loved. New product campaigns and take overs over the last ten years have further consolidated Rivella's market position. The Rivella family-owned company has its production facilities, including Europe's most modern filling plant, at its headquarters in Rothrist.

## **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](http://www.cas.com).

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