

Case Study

Sarantis Polska S.A.



EMIGO - an indispensable system

Sarantis Polska, owner of commonly recognized brands: STR8 and Jan Niezbędny, implements its sales and logistics strategy in Poland using Emigo system. Developed and implemented by Sagra Technology, Emigo makes it possible to e.g. optimize stock levels in the entire distribution network, increase order delivery levels and reduce logistics costs.

Distribution of domestic detergents and cosmetics is a highly competitive industry. Maintaining margins, let

alone development on this market, is only possible if the company has high operational efficiency, i.e. is able to minimize storage, logistics and sales costs while keeping high order delivery levels. It is also necessary to adjust the sales strategy to changing market conditions on the regional level.

Knowledge is not enough

Knowing the right methods is not enough to succeed in the domestic detergents and cosmetics industry. Companies also need a tool for introducing new ideas and controlling their implementation in

the field. Sarantis Polska was perfectly aware of that when, over seven years ago, it decided to implement Emigo – a mobile system for automating sales representatives' tasks connected with sales and customer service. Today, it can clearly be seen that this decision was crucial for the company development.

"Emigo allows for accurate management of key areas: stocks, prices, promotional campaigns, order delivery, and settlements with customers. It increases our operational efficiency, and at the same time facilitates the decision making process," says Robert Pelc, IT Department Manager and business manager of the system, Sarantis Polska.

Indeed, Sarantis Polska uses Emigo to manage multiple processes and control the implementation of a wide range of goals. It helps sales employees plan and control everyday work of approximately 100 sales representatives. The system can also be used by marketing employees to check the number of products on shelves, assess window decoration as well as perform customer surveys and receive answers to important questions on an everyday basis.

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– Robert Pelc, IT Department Manager, Sarantis Polska

Country: Poland

Sektor: FMCG

Implementation: 2003

Customer information:

Sarantis Polska S.A. manufactures, distributes and manages cosmetics brands (STR8, C-Thru, Whisky, Nair, Pearl Drops) and household goods brands (Jan Niezbędny, Grosik, Camel, Kamelia). The main goal of the company is to strengthen the position of these brands on the Polish market

Software and services:

Windows Server 2008 R2
SQL Server 2008 Standard Edition
SQL Server 2008 Compact Edition
.NET Framework, 3.5
.NET Compact Framework 3.5
Android 4

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On the basis of information in the Emigo system, Sarantis Polska can quickly and accurately react to changes in demand, current stock levels in shops, competition activities and many other situations. Depending on the observed situation, the sales department management can use Emigo to modify prices, change transaction terms and conditions, or expand lists of tasks to be performed by employees working on a given area or with customers with a specific profile. It is also possible to introduce additional activities to be performed during visits. "It is hard to efficiently perform sales activities without current

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Sarantis Polska

access to up-to-date information. With Emigo, we can compare stocks with the current sales and promotional campaigns efficiency on a daily basis. We can make decisions and see their results as early as on the following day. This feedback increases sales efficiency and reduces logistics costs," emphasizes Mr. Pelc. Emigo tools for developing and distributing surveys are

important not only in the sales process. They also contribute to improving the company image and consumer service quality. "Surveys are used in many areas, e.g. to control the timeliness and quality of deliveries, which we perform in cooperation with messenger companies. From the customer point of view, reliable deliveries are crucial – so it is the same with us," says Mr. Pelc.

EMIGO - A sales representative's friend

Emigo provides sales representatives with all the necessary information on the range of products, stock levels and prices. It also sends orders to local distributors and automatically receives delivery confirmations. At the same time, the system releases sales representatives from the obligation to report sales on a current basis. Sales are reported automatically in the background. Commission fees are calculated by the system, too.

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Emigo supports Sarantis Polska also in other areas. The system makes it possible to conduct marketing campaigns, shelf stocktaking and check compliance with distribution standard, as well as settle promotional campaigns and materials.

"Emigo provides us with flexibility and perfect order. It supports sales and marketing on the traditional shop market, as well as merchandising and supervising the implementation of agreements with retail networks. These activities are carried out by different employees, with various experience and authorizations, but everything

is performed within a coherent system, so we can store data from all channels in one place," says Mr. Pelc.

Emigo is also a settlement system. It is integrated with the ERP system, which enables sales representatives to view the customer's current credit status and check whether it is entitled to order goods with deferred payment.

Only this...and so much

Sarantis Polska's achievements after seven years of using Emigo can hardly be overrated. Today, Sarantis is not only a manufacturer, but also a significant distributor of other companies' products. The company's offer includes about 3 thousand assortment items which are delivered to over 15 thousand regular customers throughout Poland.

Emigo helped Sarantis Polska develop rapidly, but in a controlled and efficient way, which is not always the case. The above-mentioned surveys, used as a tool to maintain timeliness of deliveries, are one of many examples. The system makes it possible to control representatives' routes and time of performing individual activities. It also enforces registration of the car meter status before each customer visit. Emigo has also indirectly supported capital accumulation, which was used by the company to create and promote strong brands, e.g. Jan Niezbędny and STR8 cosmetics.

The current turnover of approx. PLN 200m is achieved with about 100 sales representatives. "In sales and distribution, it is not only the turnover that counts, but also real margin which takes into account e.g. complaints and other hidden costs. Emigo provides us with reliable information to accurately evaluate efficiency of our market activities. It does not sound like a great improvement, and yet it is," summarizes Mr. Pelc.