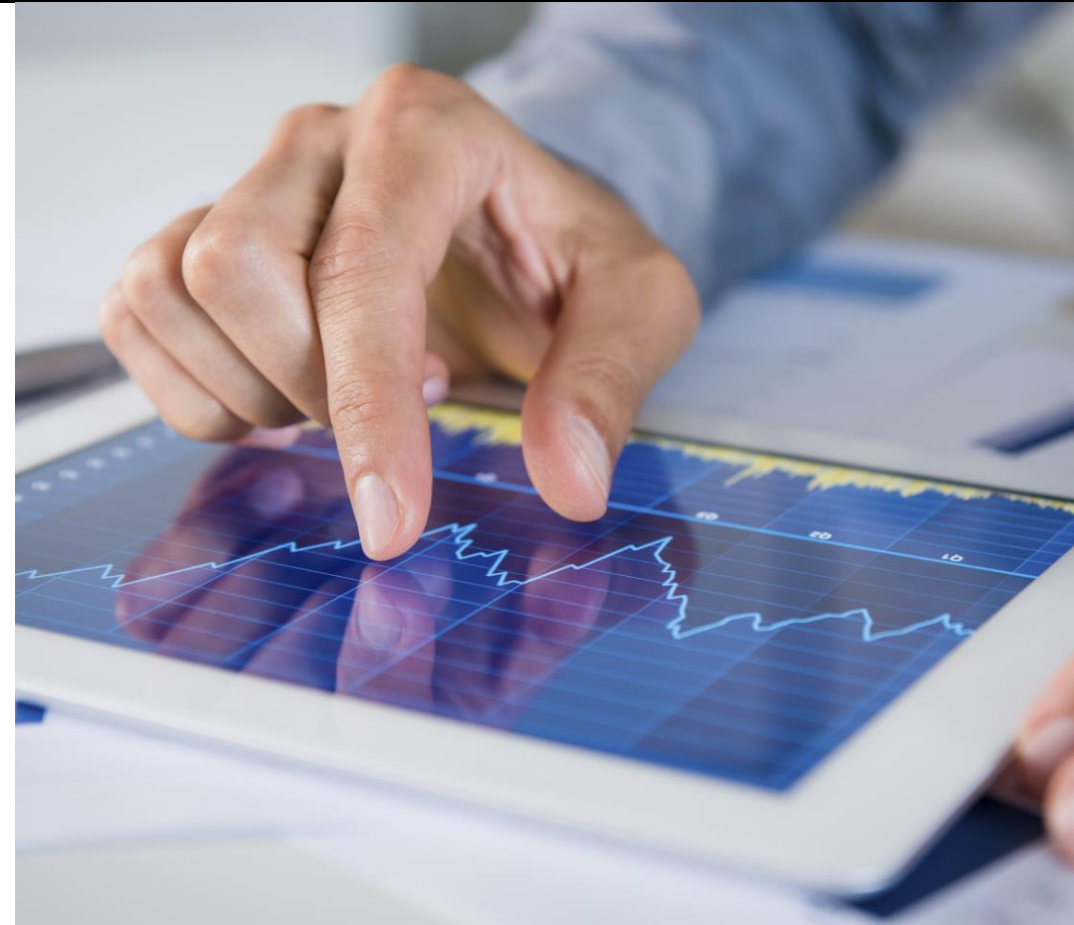


Can SAP Sales Cloud solution be implemented and go live in 3 months?

Customers focusing on the global shift towards transparency choose Infocredit Group, the leading Cypriot provider of commercial and credit information, to empower their businesses. Helping them make critical trade and credit decisions and protecting them from precarious scenarios and risky transactions, Infocredit Group partnered with SAP to accelerate the performance of its sales team and enhance the sales processes of the organization.

Identifying its customers' unique challenges and needs, Infocredit Group helps them achieve their business objectives, by adopting a new business philosophy which goes beyond the offering of traditional financial services thus leading them to achieve growing revenues and become profitable sales organizations. With the implementation of SAP Sales Cloud solution and the long term successful collaboration with the experienced SAP gold channel partner, Supernova Consulting Ltd, the sales team of Infocredit Group now has real time access to the solutions and tools needed to further strengthen its power and engage with the customers in more meaningful and relevant ways.



“For us, it was absolutely critical to have a **holistic view of our customers across the organization** with several business units and products. With SAP Sales Cloud, we can bridge the data gap and engage with our customers in a much more meaningful way.”

Theodoros Kringou, Founder & Managing Director, Infocredit Group Ltd

SAP Sales Cloud solution enables the Sales Executives of Infocredit to close more deals faster. Real time access to customer analytics and sales data, in the context of their accounts and opportunities, helps them engage and connect with customers in more relevant ways. Sales teams now have a consistent sales methodology and can utilize the solution’s capabilities for better insight to be more productive and increase their chances of winning new deals.



46years

Leading provider of commercial and credit information



Global

Coverage network of researchers



Local

Presence in Cyprus and the United Arab Emirates



Customer Name

Infocredit Group Ltd
Nicosia, Cyprus
www.infocreditgroup.com

Industry

Financial Services

Products and Services

Credit Risk Management,
Regulatory Compliance, Debt
Recovery & Call Centre
Services, Training, Corporate
Governance & Consulting

Employees

55

SAP Solutions

SAP Business One® and
SAP Sales Cloud solutions

Maximizing sales effectiveness with SAP Sales Cloud Solution

To meet the ongoing growth of the organization and leverage advanced CRM capabilities, Infocredit Group, implemented SAP Sales Cloud solution. Constructive communication and collaboration with SAP gold channel partner Supernova Consulting Ltd, resulted in the successful deployment and go live of the solution in only 3 months.

Before: Challenges and Opportunities

- Implement a single, streamlined system to support group's sales processes between 7 Business Lines
- Increase sales team efficiency and speed up closing deals
- Real-time access and update of prospect and customer data either from the office or during on-site meetings

Why SAP and Supernova

- World's leading provider of business software solutions with strong presence in the local market
- Ability for fast implementation and delivery within the required timeline of 3 months
- SAP channel partner proven experience both in the implementation of the solution and the industry of the customer

After: Value-Driven Results

- Simplified platform that streamlines sales processes and increases efficiency
- Integration with Microsoft Outlook for e-mails and appointments
- Customization of sales processes to suit the growing needs of the business
- Increased productivity for team members to allocate more time in selling and less in admin
- Clear structure of all leads and opportunities, ability to distribute to the right people with a click

“With the rise in digital customer engagement, our sales and marketing teams have access to more data than ever before.”

Theodoros Kringou, Founder & Managing Director, Infocredit Group Ltd

This content is approved by the customer and may not be altered under any circumstances..



Featured Partner

SUPERNOVA

Higher

quality of contact
information, conversations,
and follow-up

Single

platform to unify sales
across all business units

Seamless

sales processes



© 2018 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See <http://www.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.