



Category: Beer

ERP System: Netsuite

Products Used: DSD Sales on Ipad tablets

Location: Australia



REQUIREMENT ▶ CRM solution for the sales team to allow them to prospect new customers, manage contacts at customers, create notes and tasks, plan their days and create orders

SOLUTION ▶ Implement DSD Sales and DSD Connect from the DSD Assist Platform
▶ Mapping of prospects and notes enabled so they are visible in Netsuite
▶ Sales orders mapped into NetSuite

OUTCOME ▶ DSD allowed the reps to migrate from paper and spreadsheets to a better structured system
▶ Visibility of Sales Rep activities from Head Office
▶ Improvement suggestions from the reps were implemented and deployed to them in days

“ Having experienced other CRM systems we wanted a solution that was aligned with what sales reps do, with unnecessary complexity removed. DSD delivered that for us.

Adam Browne – National Sales Manager



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