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SAP Hybris 

SAP Business Transformation Study | Consumer Products | Lamb Weston / Meijer | PUBLIC

How Does a Global Business Optimize its Sales Processes to Serve Customers in More Than 100 Countries?



Lamb Weston 
SEEING POSSIBILITIES IN POTATOES

ACOREL

How Does a Global Business Optimize its Sales Processes to Serve Customers in More Than 100 Countries?

Whether you're eating in a fast food or casual dining restaurant, you're likely to encounter a Lamb Weston product. Lamb Weston is a leading global brand in high-quality potato products and ingredient solutions that are sold in over 100 countries across the globe in a partnership between Lamb Weston (US) and Lamb Weston / Meijer. The company Lamb Weston / Meijer serves the EMEA, Russia and Brazil region and is based in the Netherlands with an enormous global customer base. Managing such a huge volume of customer and sales data can be a daunting task. That is why the potato company turned to SAP with support from SAP partner Acorel.

Lamb Weston/Meijer decided to implement SAP® Hybris® Cloud for Customer. The agile, scalable solution offered everything the business needed for creating greater transparency between departments, consolidating customer and sales data in a centralized system, and in increasing usability of the current systems. Lamb Weston / Meijer simplified and accelerated its processes and brought its business functionality into the digital age.



“Customers are the driving force behind our solutions and services because, in the end, everything we do is **connected to the customer.**”

Hasan Parlamis, Process Improvement Manager, Lamb Weston / Meijer

Implementing SAP® Hybris® Cloud for Customer gives Lamb Weston / Meijer the transparency it needs to drive collaboration between departments and leverage the benefits of detailed customer data. The company maintains a clear overview of what is happening so that it can operate in a target-driven and efficient way.



23

manufacturing facilities throughout the world



52 million

portions of fries sold every day, worldwide



100

different countries enjoy Lamb Weston products

Catering to a global customer base with **SAP® Hybris® Cloud for Customer**



Lamb Weston / Meijer V.O.F.
Kruiningen, the Netherlands

Industry
Consumer products

Products and Services
Frozen potato products and
ingredient solutions

Employees
1,400

SAP Solutions
SAP® Hybris® Cloud
for Customer

Lamb Weston implemented SAP® Hybris® Cloud for Customer so that everyone at the business has quick access to customer and sales data. It also increases transparency between departments to streamline sales processes and improve interdepartmental collaboration.

Before: Challenges and Opportunities

- Implement a single, centralized system for cross-departmental customer interaction
- Structure stored customer-related data in a more organized manner
- Create transparency between departments for stronger collaboration

Why SAP and Acorel

- Previous experience with SAP solutions, meaning integration of the new solution was a more efficient and simple process
- A more user-friendly interface and functionality offered by SAP Hybris Cloud for Customer
- The desire to centralize all customer and company data in an agile, integrated solution
- In-depth support and guidance from experienced SAP partner Acorel.

After: Value-Driven Results

- Development of concise dashboards within SAP Hybris Cloud for Customer for transparency over system users and adoption figures
- Use of lead management to organize contact and account agendas more efficiently
- Planned implementation of a customer ticketing system in the future
- Customization of sales processes to suit the needs of the business
- Continuous contact with SAP regarding changes and updates for seamless adoption of new features

“Our implementation of SAP Hybris Cloud for Customer enabled us to customize processes to our business needs, and it puts us in a strong position for the future.”

Hasan Parlamis, Process Improvement Manager, Lamb Weston / Meijer

SAP Hybris 

>28,000

registered accounts so far*

>1,300

leads generated

>20,000

visits to website*

*including migration data from old system as segregation was not possible.

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