

Arlanis Reply has successfully conducted the construction, implementation and rollout of a Salesforce Sales Cloud for Abbot Nutrition, creating country independent templates for the EU and the Middle East. Among other things, support for the iPad has been integrated as a front-end box in the field.

The Facts

- Introduction of Salesforce Sales Cloud/ development of a country-independent template
- Rollout of templates for EU and Middle East (inter alia Turkey, Dubai, South Africa, Saudi Arabia)
- Extension of Salesforce-BI-functionality
- Call planer for mass scheduling of appointments

The Solution

- Salesforce Sales Cloud and Service Cloud
- Force.com
- Visualforce
- ETL processes

The Challenge

- Supporting the iPad as field front end in the field sales
- Consolidation of the requirements of the independent national organizations
- Global, virtual project team

“Arlanis has added a **significant** value to the project as a reliable and **competent** partner and I am very **satisfied** with their service.“

Bertan Gurol,
Commercial Excellence
Manager
EMEA (Europe, Middle East &
Africa)
Abbott Nutrition

