



Foulath Holding is an investment vehicle and holding company, focused on investing in the growth of the steel industry in the Gulf Cooperation Council (GCC) countries and broader Middle East and North Africa (MENA) region. SULB STEEL is a specialized and fully-integrated producer is a fully integrated producer from iron ore to finished steel products.

## Challenge

- Lack of a platform for end customers to connect with the manufacturer
- Manual and error prone process of punching orders on inquiries received via call centers
- Limited visibility on sales rep. tasks and activities
- Tracking inquiry, Quotation and Sales Orders status

# Cherrywork® Sales Order Management

## Solution

- ✓ Hybrid mobile app on **SAP Cloud Platform** for customers and internal users to cover sales cycle from inquiry to sales order
- ✓ Syndication of customer and material master data from S/4 to SAP Cloud Platform, for the application to run as a standalone solution
- ✓ Detailed dashboard for holistic view on the sales personnel performance

## Outcome

- User friendly mobile app. for customers and internal users to create inquiries and sales orders
- Better customer satisfaction trust due to transparency
- Better sales efficiency while negotiating with customers
- Real-time visibility of order processing and sales personnel performance data



## Business Impact

50%

Improvement in team productivity

1:X

Capability of monitoring sales personnel performance