The customer markets and distributes its own brand of chocolate confectionery products in Indonesia, Philippines, Singapore and Malaysia. They have offices and businesses in the four locations supported by two confectionery manufacturing facilities location, one in Indonesia and the other in the Philippines

Cherrywork® Sales Order Management for Large Chocolate Confectionery Company

Challenge

- The customer was facing major difficulties in tracking sales order requests and achieving scalability in its operations with its expansion in South East Asia. They were struggling with limited visibility of order data and errors due to paper-based sales order creation

Solution

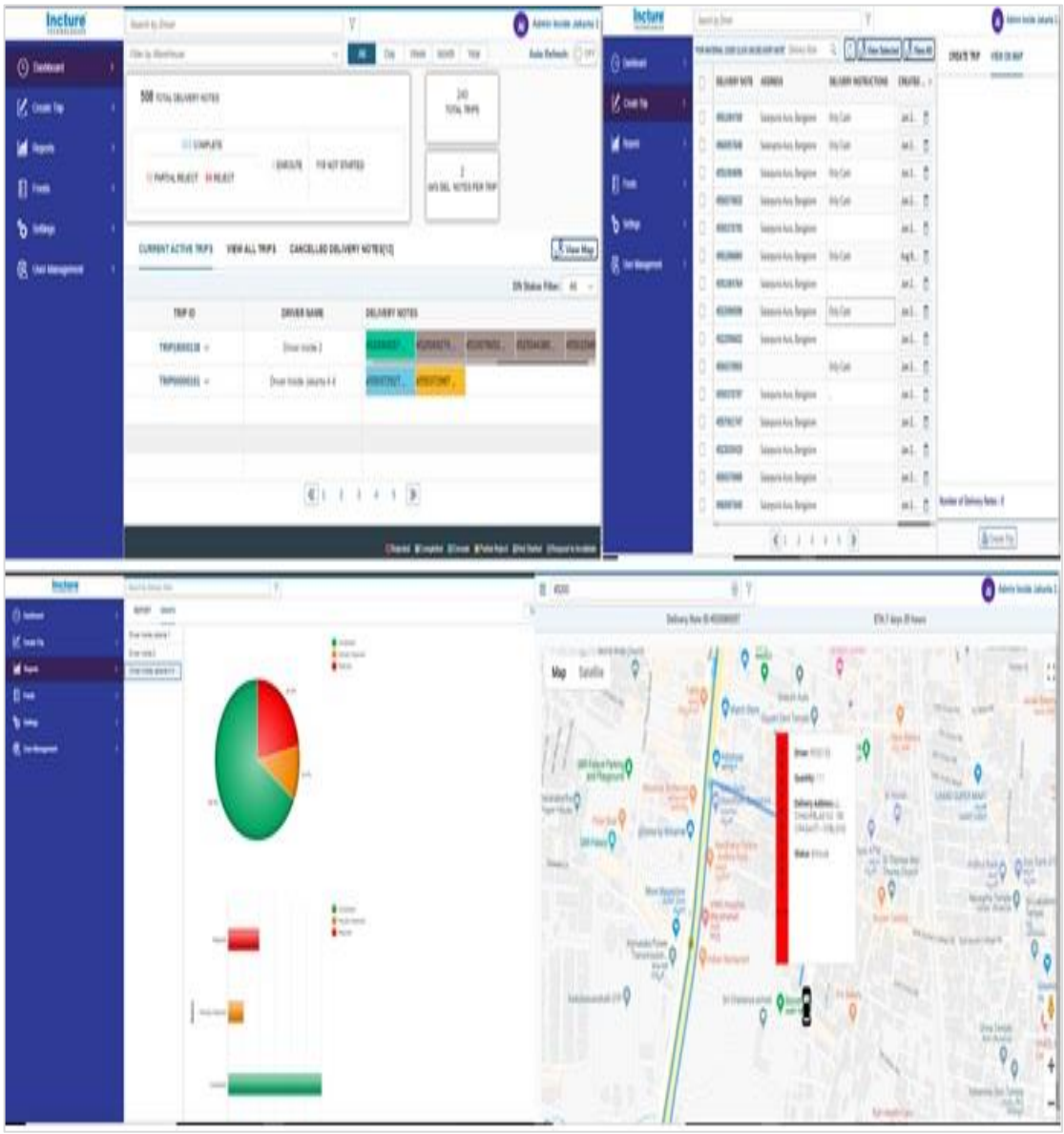
- Cherrywork® Sales Order Management Application provided a highly visible, efficient and accurate model of sales order forecasting and management
- Stock and collections were updated in real-time on the app, using a single interface for all sales order related information
- The application enabled users to access and manage sales orders from mobile, web portal and in offline mode

Outcome

- Order processing time reduced from 1 day to almost real-time
- Complete visibility at every step with offline capabilities, enabling ease of use
- Improved access to key data for financial analysis
- Reduced human errors and better data accuracy

Business Impact

100% Dependence on paperwork eliminated

360° Visibility of sales cycle, stock and collections

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