

PRESS RELEASE

Chemical firm Prayon simplifies sales and marketing with SAP Cloud for Customer

Engis/Kontich, 27 June 2016 – Prayon, a market leader in phosphoric acid and phosphates, is going to simplify and accelerate its sales and marketing processes with SAP Hybris Cloud for Customer. The CRM platform offers 90 users in Europe and the US an up-to-date 360° picture of customers, on smartphone and tablet too. This enables Prayon to better respond to the digital and economic developments in their sector. The implementation is carried out with SAP partner TheValueChain.



Marc Senterre,
CIO, Prayon

User-friendliness

Prayon has been using SAP CRM on-premises since 2011. This summer, it will switch to the Cloud version. Marc Senterre, CIO at Prayon, is convinced that the Cloud solution will provide value-added thanks to the mobile availability, the integration of Microsoft Office 365 and its intuitive approach. "In terms of user-friendliness, Cloud for Customer is great. It makes end-users more productive and efficient. The underlying HANA Cloud Platform feeds the application with real time data. Therefore, as a sales rep, you always know the latest status of customers, price quotes and opportunities. You can anticipate customer expectations. Hardware investments are unnecessary, which cuts the *total cost of ownership*."

Decision to work with TheValueChain

Prayon selected TheValueChain from a number of strong candidates to carry out the project. "Their detailed product knowledge and understanding of business persuaded us", says Valérie Renard, Sales & Marketing Director at Prayon. "TheValueChain turned a long list of business requirements into a clear, well-structured solution based on standard functions. They understand the challenges we face, and our pragmatic culture. They proved that with a convincing demo."

Rapid implementation

For the European sites, Cloud for Customer was launched in June 2016. The American site will go live in September. The set-up takes 12 weeks. "It can be realised fast because the set-up is largely out-of-the-box", says Anouck Decock of TheValueChain. "Cloud for Customer offers standard full process support for sales, marketing and services, as well as lots of possibilities for integration with social media and other platforms."

About Prayon – <http://www.prayon.com/> | www.linkedin.com/company/prayon

Prayon is a fully integrated global phosphate producer headquartered in Belgium, with manufacturing operations in Belgium, France and the United States. Jointly owned by OCP (Morocco) and SRIW (Belgium), Prayon manufactures and markets an extensive range of purified phosphoric acids, phosphate salts and fluorine products that are used in food, fertilisers and a range of industrial applications. The Group serves a global customer base through a sales and service organisation that spans the globe.

About TheValueChain – www.thevaluechain.be | <https://www.linkedin.com/company/2316369>

TheValueChain helps companies optimise the weak links in their value chain. This results in improved business performance, and better and faster return of the SAP investment. The company's customers include manufacturing and distribution companies, utility companies, public sector, providers of professional services and real estate managers. TheValueChain focuses on end-to-end business solutions, process optimisation, application lifecycle management and innovative technology. More than 100 experts with on average of 10 to 15 years' SAP experience tackle challenges in a pragmatic and inventive way. TheValueChain is a SAP Gold Partner and an accredited Partner Centre of Excellence (PCoE). The company has offices in Belgium, Luxembourg and Switzerland. TheValueChain is part of the Gumption Group.

More information

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