



# HAMELIN



*Case Study*





# Client

**Hamelin** – the largest manufacturer of stationery and office products in Europe, a leader in the Polish market.

The company owns several recognizable product brands, such as notebooks, exercise books, and calendars, but also office equipment in the form of biodynamic lighting systems and note-taking applications.

HAMELIN



Hamelin's philosophy revolves around **sustainable development and concern for the environment.**

The company has implemented

responsible natural resource management procedures and develops production processes that reduce negative impacts on the environment.







# Challenges

Hamelin was looking for a solution, guided by the need to cope with several challenges.

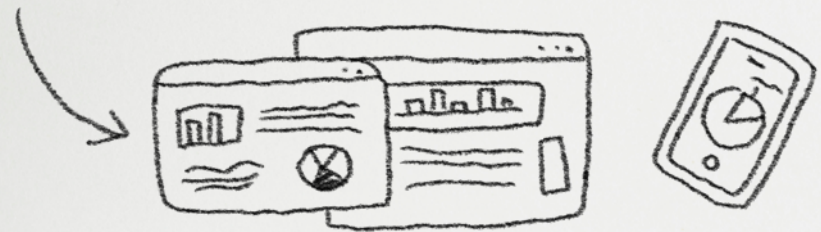


## Improving the quality of the customer's database:

- obtaining a free-from-errors and duplicates, always up-to-date client database,
- the ability to reach clients and build lasting relationships thanks to the high-quality database.

## Acquiring reliable data for settlements and building business knowledge:

- the ability to effectively gather and manage reliable and accurate high-quality data,
- collecting precise information from invoices and other sources, which is the basis for accurate settlements and a source of data for analysis,
- the opportunity to make better business decisions and refine sales strategies based on data.







## Transforming the role of sales representatives:



- improving the work of representatives and evolving their role from "order gatherers" to active market creators,

- enabling dynamic participation of representatives in the sales process, effectively implementing new products by them, acquiring customers, building numeric distribution, and conducting merchandising activities.







# Solution

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*As a result of a thorough review of available solutions, we chose the comprehensive Emigo system, with additional services, such as Sales Identification Service, data integration from distributors and chains, the Biqsens analytics platform, and the Winpoint point of sale database.”*

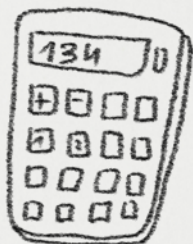
*Zbigniew Wygralak*  
Sales Director Hamelin.

In response to Hamelin's challenges, the mobile [Emigo sales support system](#) was implemented, along with the [Sales Identification Service](#), [External Data Integration](#), [Biqsens analytics platform](#), and [Winpoint database](#).

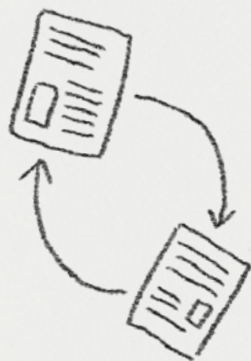
In this way, the client received a comprehensive environment which allows to automate the tasks in all areas - from the sales process to merchandising activities.





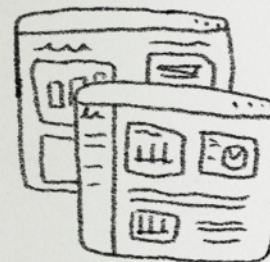


Access to distributor invoice data provided a **full picture of sales for accurate settlements.**

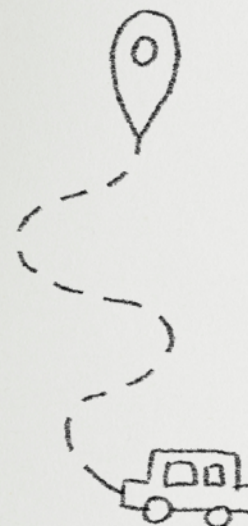


Emigo data **was integrated** with internal SAP data, sell-out data from distributors, and data from chain warehouses.

## *Solution*



**The analysis** is possible thanks to convenient Bigsens reports.



With Winpoint database, the Hamelin sales team can **effectively reach new customers, plan, and organize their work** without wasting time searching for contact data.





*How did the implementation go and what are the benefits for Hamelin?*

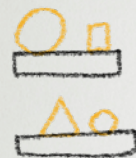
*Thanks to cooperation with the implementation team (Sagra Technology), we were able to fully utilize the capabilities of services, which resulted in significant benefits for our company. Our sales activities have become more efficient, and our sales reach has expanded to new areas. We are very satisfied with the results. We recommend the services to all companies that want to optimize their sales activities, increase efficiency, and develop their business capabilities.*

*Zbigniew Wygralak*  
Sales Director Hamelin.

## Most important benefits of the implementation



**18% increase in sales during the first year**, by improving the work of sales representatives and focusing on acquiring new customers.



Effective product launch thanks to advanced merchandising management capabilities.  
**Product visibility improvement by 21%.**



Building strong numeric distribution and greater product availability.  
**Distribution in Hamelin commodity groups now even exceeds 70%.**





*If you have  
questions*

and would like to learn more,  
feel free to reach out to us.

**We'd be happy to respond!**

marketing@sagra.pl



**LEARN MORE**