

isolutions<sup>®</sup>

# V-ZUG

«isolutions has helped us to develop our customer relationship management on a global level, giving us the transparency and information base we need for centralized decision-making. In addition, we are now able to respond more quickly to our customers, from B2B business to end customers worldwide. Since going live in early 2021, we will be able to focus even more on increasing demand. The collaboration with isolutions has been intense and proactive throughout the development process, which started in early 2020. With isolutions, we had the right partner to guide us through the global process. It was and still is a pleasure to work with a professional partner like isolutions.»

Jean-Luc Bühler, Head Development Markets

V-ZUG has been producing and selling high-quality and innovative household appliances for more than 100 years. The company is the market leader throughout Switzerland and offers a selected range of premium products and excellent service worldwide. With over 2'000 employees, V-ZUG is represented at various locations worldwide.



**In order to be able to react to the constantly growing complexity in international business and to create standardization, V-ZUG has opted for a CRM solution based on Microsoft Dynamics 365. Among other things, the company uses Dynamics 365 to coordinate international planning with over 1'500 trading partners worldwide.**

## **Initial situation**

**Numerous kitchen retailers around the world have V-ZUG products in their range. Until now, the support of the trade partners and the planning of the product range was carried out on an Excel basis. Although Excel-based processing can work up to a certain level of complexity, it is very time-consuming and is becoming increasingly confusing.**

**In the spring of 2020, due to the ever-increasing complexity in the growing international business, V-ZUG decided, in cooperation with isolutions, to rely on a CRM solution based on Microsoft Dynamics 365.**

## **Solution**

**In order to make the international cooperation with the kitchen trade partners, who already or not yet have exhibitions with V-ZUG, more transparent across all markets, the focus was on the central standardization as well as local, regional and global overview.**

**In this context, the V-ZUG Dynamics 365 International project was launched. The focus was on the two main areas of customer view and dealer planning. Until now, the annual planning in the countries in which V-ZUG is active with its own branch office was managed via Excel sheets. By using Microsoft Dynamics 365, sales planning and all other activities with the trading partners can now be managed in just one program for all countries at the same time. In this way, V-ZUG is always informed about where which model is in the showroom of a trading partner.**

**To further strengthen existing customer loyalty, the V-ZUG D365 International project also takes a customer-centric approach. Thanks to Microsoft Dynamics 365, V-ZUG International now has a 360° view of each trading partner. With a simple and clear overview across all partners, V-ZUG can also carry out marketing-specific activities for its trading partners. An example of this is V-ZUG Care, which is sold via trading partners and the end customer can then benefit from additional services and receive further added value.**

**In order for the V-ZUG Management International Division to have a simple overview of the activities of V-ZUG, a complex monthly reporting had to be compiled from the various Excel sheets. Through the integration of Power BI in Dynamics 365, the management now has the possibility to pull any kind of reporting independently, quickly and easily from the Power BI report at any time.**

# Benefits

- Error-prone manual trading partner planning is now managed automatically in Dynamics 365.
- Enormous time savings through automation of the various areas worldwide.
- Simple, clear overview of the use of products worldwide.
- 360° view over all trading partners worldwide.
- Automated and guided processes in the trade and project sales areas.
- Management can access live reporting at any time, which automatically generates graphics and figures.

**2000**  
employees

**10**  
ZUGORAMAS  
(exhibition-centers)

**1500**  
trading partners

# Partner profile

#weshapethefuture

Founded in the civil defense cellar by three visionaries from the Bernese Oberland, isolutions has been accompanying companies into the digital future since 1999 as the largest dedicated Microsoft one-stop-shop in Switzerland. We integrate Microsoft services in a way, that adds value and has a positive change in the corporate culture.

Supported by over 200 passionate minds consisting of business and technical consultants, change makers as well as software developers, architects and cloud natives, we are driven to peak performance by our customers and their challenges. Together with customers from different industries, we build the bridge to the tech giant Microsoft. All with one goal: To create the best employee and customer experience in order to achieve competitive advantages.

Customers love our inspiring corporate culture, which is contagious. It successfully supports and overcomes organizational or technological challenges. Together with them, we shape the future of teams, products, companies and entire industries.

## Locations

**Bern**  
Schanzenstrasse 4c  
3008 Bern

**Zürich**  
The Circle 38  
8058 Zürich

**Basel**  
Güterstrasse 144  
4053 Basel

**Barcelona**  
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