

A tablet is shown at an angle, displaying a software interface for contract management. The interface includes three sliders for 'Contract Term (Years)', 'Contracted HLs (Year)', and 'OI (Total Amount)'. The 'Contract Term (Years)' slider is set to 15, with a value of 5 displayed. The 'Contracted HLs (Year)' slider is set to 250, with a value of 50 displayed. The 'OI (Total Amount)' slider is set to 12345, with a value of 6789 displayed. A Heineken logo is visible on the screen. The background of the slide is a light green gradient.

Shaping a smarter tomorrow with contract management

for a new digital reality.

CONTRACT MANAGEMENT

Manual and siloed contracting processes can't keep up with ever-changing markets and regulations



65 %

Sales cycles at low speed

Delays in closing the deal and mapping revenue.

49 %

Non-compliance and risks

Have difficulties in maintaining security and confidentiality.

45 %

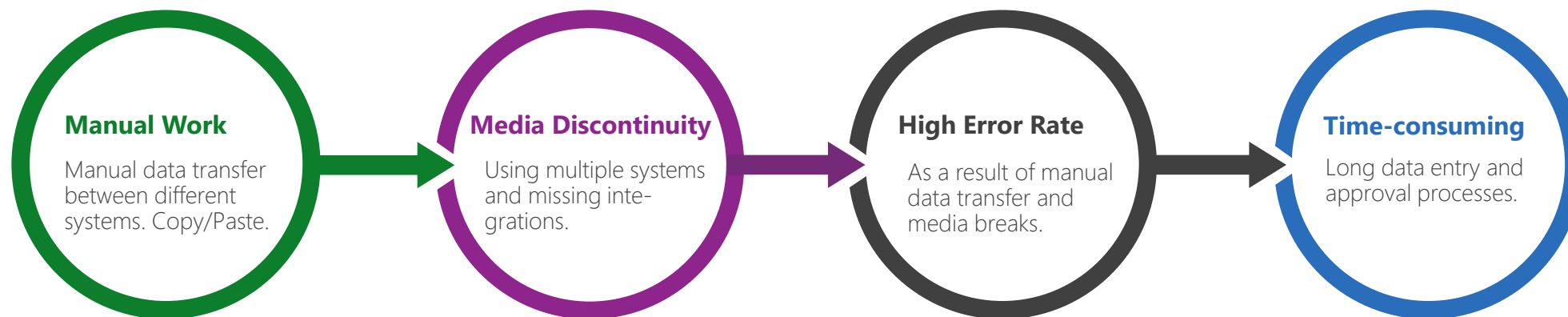
Poor customer experience

Inefficient and manual contract processes.

CONTRACT MANAGEMENT

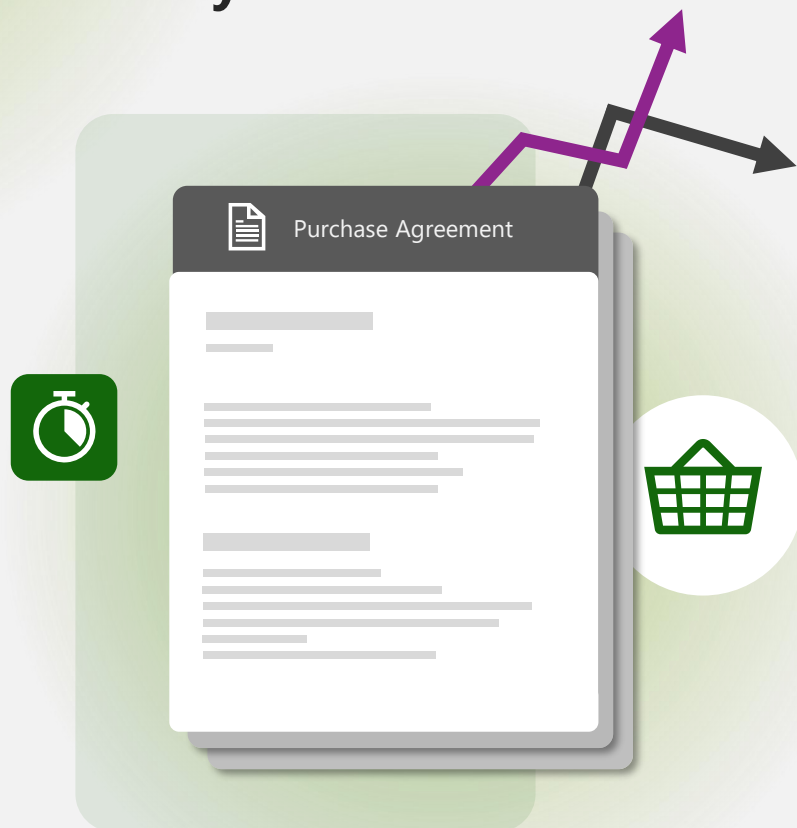
Everything your organization does depends on its ability to manage contracts more efficiently

Top contract management challenges that can be solved with software:



THE FOOD & BEVERAGE INDUSTRY

Unveiling unique challenges of the F&B Industry



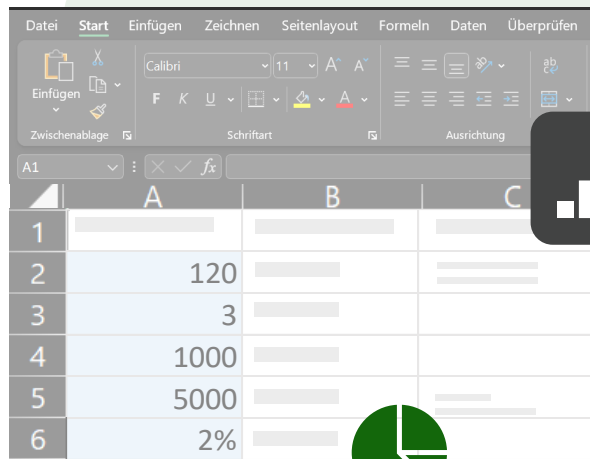
Industry specific challenges

- ⚠ Competitive pressure and need to be fast and attractive.
- ⚠ Complex contract contents and conditions.
- ⚠ Real time COI Info and approval level.
- ⚠ Loan device management.
- ⚠ Extensive variables on collaterals, outlets, etc.
- ⚠ Outdated applications and media discontinuity.
- ⚠ High manual effort and time loss.
- ⚠ No corporate design within industry solutions.

THE CHALLENGE

The toll of a rapid growth

With the rapid growth in the past years, sales targets and the corresponding number of contracts are rising. Taking employees and Excel to their limits.



	A	B	C
1			
2	120		
3	3		
4	1000		
5	5000		
6	2%		

Many companies use
Excel as the main tool
in the contract
lifecycle management.

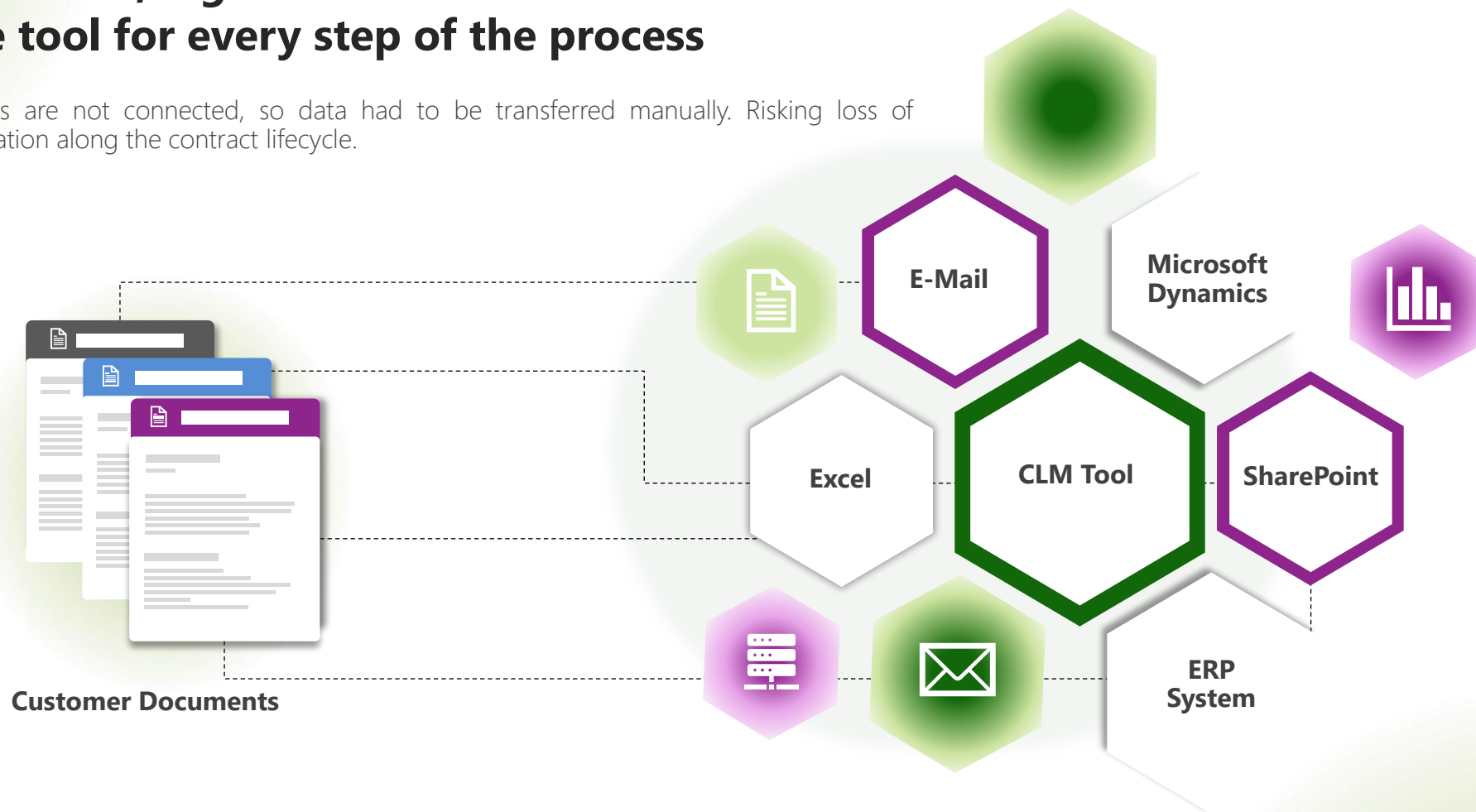


Growing
complexity
requires more
agile and efficient
approaches to
contract
management.

THE CHALLENGE

Until 2022, digitization meant: One tool for every step of the process

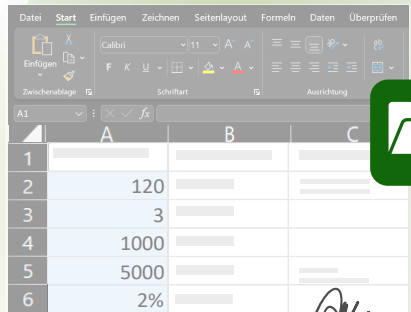
Systems are not connected, so data had to be transferred manually. Risking loss of information along the contract lifecycle.



THE CHALLENGE

„A very long process for a very simple matter.” Philip Stern, RSM at Heineken Deutschland

Step one



	A	B	C
1			
2	120		
3	3		
4	1000		
5	5000		
6	2%		

Contract Creation

The contract was created and signed in Excel and uploaded to SharePoint.

Step two

New Contract

Contract Name
Distribution Agreement

Vendor
Northern Traders Inc.

Start Date
01-07-2023

End Date
31-12-2025

Payment Term
Monthly

CLM Data Entry

Manual transfer of the data into a contract management tool.

Step three

Purchase Agreement

Approve

Approval Process

Internal approval process via e-mail.

Step four

PDF



Signature

Signature and local storage of contract.
Final contract handout.

Step five

Purchase Agreement

Contract Name
HGC-758-674

Vendor
Yellow Corp

Start Date
01-07-2023

End Date
31-12-2025

Payment Term
Monthly

Merging Data

Merging Data from different systems in Data Warehouse.

OBJECTIVES

A unified system which is user friendly and reduces the error rate

Save a whole day of administration. Focus on what really matters – your customer.



A unified | closed system

One system that covers the entire contract management lifecycle – calculation, contract creation and approval, archiving and reporting of a contract.



Microsoft Dynamics 365

Seamless integration in Microsoft Dynamics 365.



Reduce error rate

Minimize or eliminate data transfer and manual work.



Easy to use App

Provide a digital solution for the sales force, that is user friendly, yet provides all the information needed.

THE STRATEGY

Make or buy?

One building block for complex business applications.

Make?

Heineken had a top notch but standalone excel tool covering everything needed for contract creation. A potential transformation project would have needed to cover all aspects of the existing tool as well as the integrative and process related functionality plus contract management basics such as termination references, individual types of contracts and more. This would have taken a lot of time and a 7-digit budget.

Buy.

proCONTRACTS serves as a contract management framework and delivered integrative aspects, scalability and CLM basics OOTB. Furthermore, it is maintained by CRMFIRST and supports future versions of Dynamics 365.

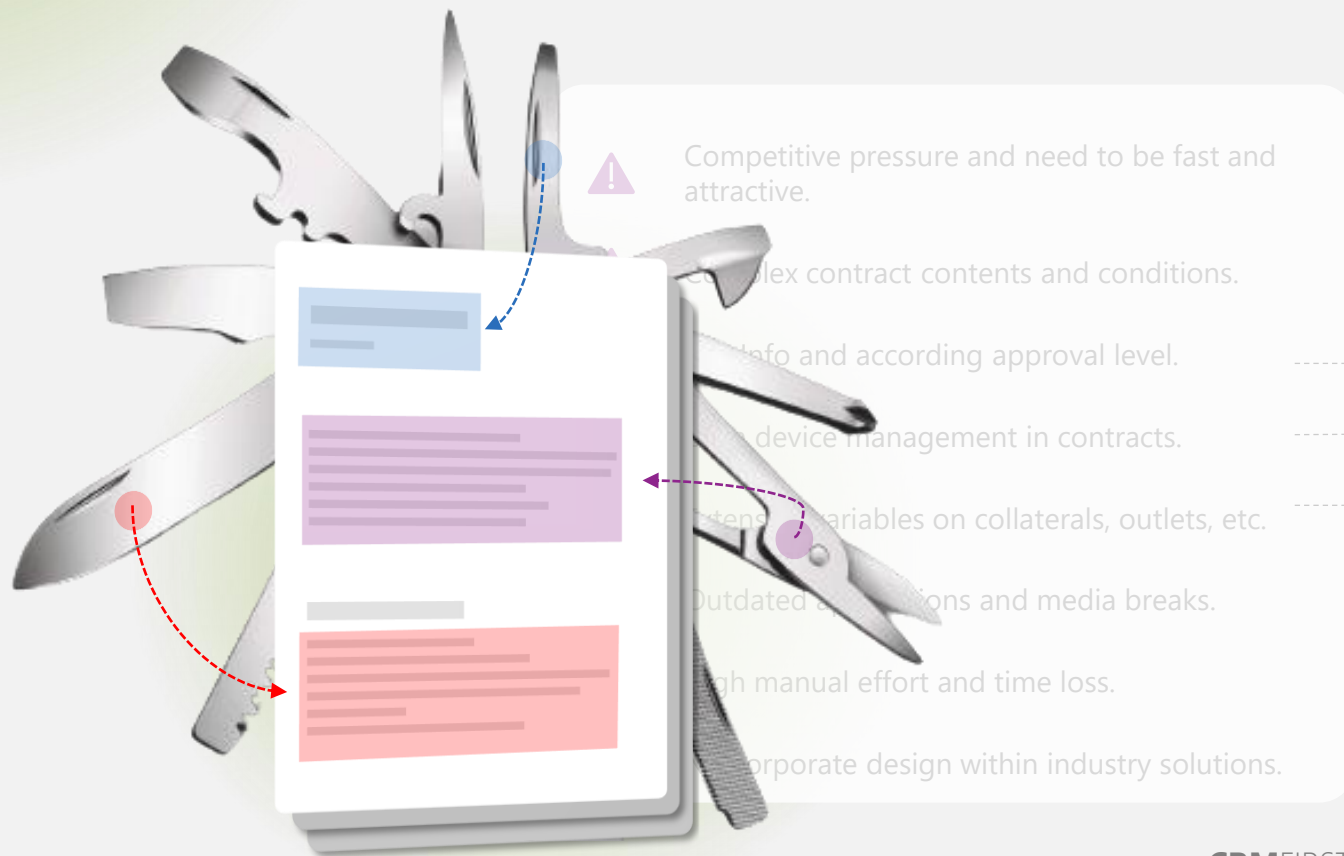
The project only needed to cover the Heineken specific flavor on top.



NEW INDUSTRY SOLUTION

Adding new flavor to contract management

Spice up the contract lifecycle in the food & beverage industry.



⚠ Competitive pressure and need to be fast and attractive.

Complex contract contents and conditions.

Info and according approval level.

device management in contracts.

Extensive variables on collaterals, outlets, etc.

Outdated applications and media breaks.

High manual effort and time loss.

Corporate design within industry solutions.

proCONTRACTS | Beverage

Your new industry solution.

- ✓ SKU based contract volumes.
- ✓ Real-time COI calculation.
- ✓ Manage loan devices (CIO, depreciation).
- ✓ Calculate amortizing loans.
- ✓ Manage outlets and other contract parties.
- ✓ Purpose-built applications (Canvas, MDA).
- ✓ Streamline entire sales process.
- ✓ Adapt corporate design.

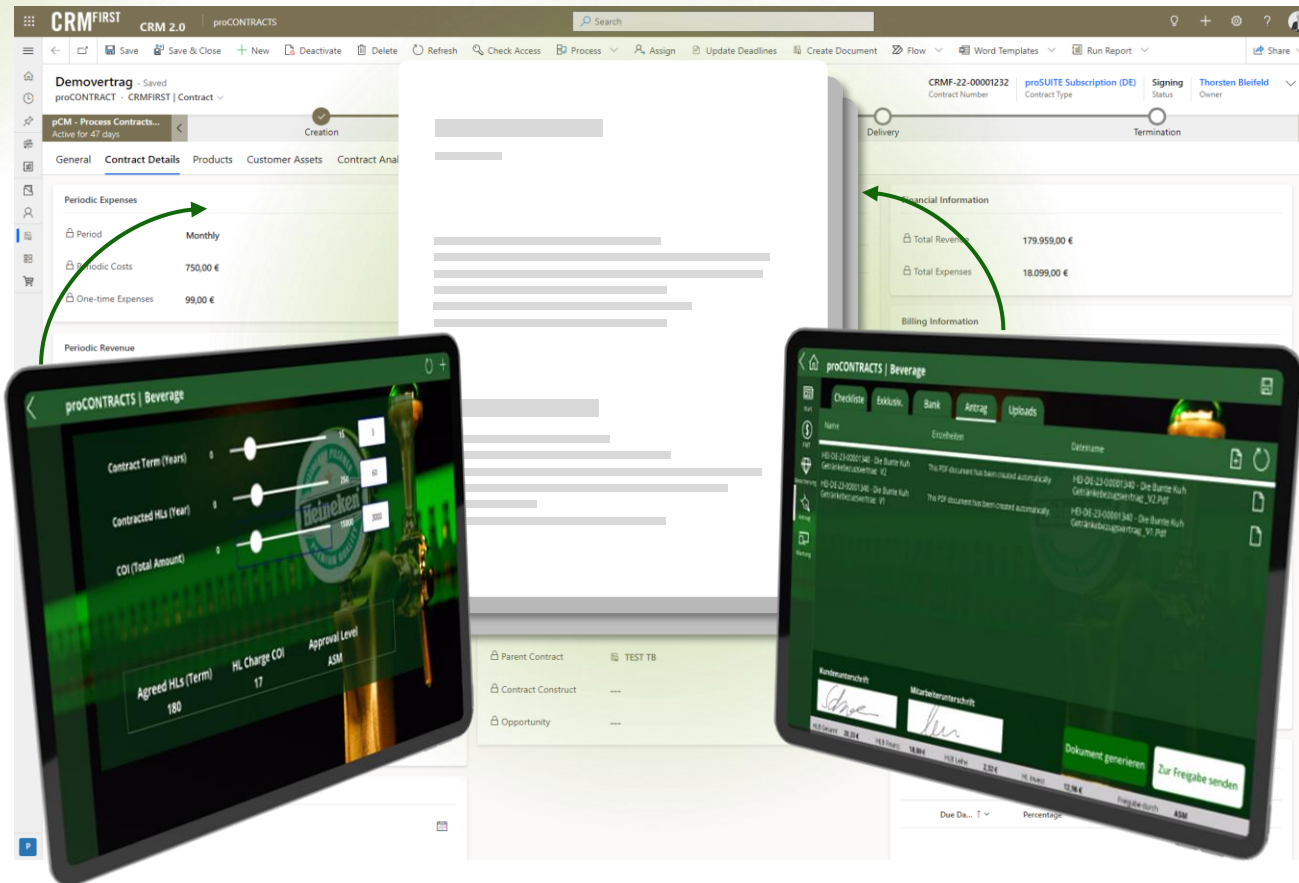
The Solution

Streamlined Sales and Contract Management

From negotiation to the final contract within days.

I open proCONTRACTS, see everything I need, sign, submit. Done.

Philip Stern, RSM at Heineken Deutschland



CRMFIRST

Step one

Contract Creation

Negotiate, sign and submit contracts in a Canvas App directly on site with the customer.

Step two

Formal Approval

Check uploaded collaterals, review and approve.

Step three

COI Approval

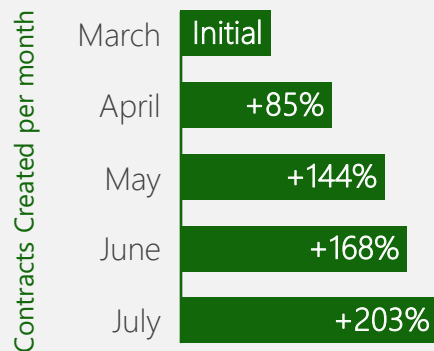
Approval of COI and related risks.

THE RESULTS

Mission accomplished: a streamlined process

Key achievements since Go Live in March 2023.

Average cycle time
2 days



- 20 hrs
time spent on contracts per week

proCONTRACTS Facts & Figures

5x ROI per year

100 % customizable

100 % clarity on the process and contracts

70 % shortened initiation

0 media breaks

Fully integrated in Dynamics 365

CUSTOMER STATEMENT



The standardized digital contract creation process directly on site with the customer is trendsetting.

Sven Heerda, Sales Support Manager | Head of Internal Sales at Heineken Deutschland

CRM^{FIRST}

Building a
smarter tomorrow.

Together.

**Thank you for
your interest.**

CRMFIRST