



WeylChem International GmbH

# SALESFORCE: SUCCESS FORMULA FOR IMPROVED COLLABORATION

WeylChem produces specialty chemicals for leading chemicals companies and operates internationally. The chemicals specialist works with the Salesforce Sales Cloud – and has thus improved both its proximity to customers and the employees' productivity

Hector Ruiz is a restless person who always keeps his eyes and ears open. Mr. Ruiz is constantly testing digital tools that make everyday working life easier and regularly attends conferences and events. His employer is also a sponsor of the German Startups Association (Bundesverband Deutsche Startups; BVDS), in order to benefit from the fresh ideas of the founders. "We do not want to miss the boat when it comes to modernization," says Ruiz, who is responsible for business development in the Agrochemicals and Personal Care divisions at chemicals specialist WeylChem. The Frankfurt-based company produces specialty chemicals for leading chemical companies. The focus is on synthesis services for the agrochemical, plastics and cosmetics industries. WeylChem generated revenue of EUR 640 million in 2017.

## DEUTSCHE TELEKOM AND WEYLICHEM

**The task:** WeylChem wants to completely renew the CRM infrastructure. A standardized CRM solution is to serve as a useful aid for Sales employees and specialist departments' everyday work with the aim of improving productivity. It should also be possible to connect the solution to the existing SAP ERP system.

**The solution:** WeylChem received a standardized CRM platform based on Salesforce for all specialist departments. The chemicals specialist procures a complete package from Telekom with licenses and implementation from a single source.

**The benefits:** WeylChem increases its employees' productivity through optimized sales control. The central customer management system for Sales and service entry allows the company to minimize errors. Thanks to this solution, collaboration is strengthened and work processes are now much more transparent.



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## HIGHEST DATA PROTECTION STANDARDS

WeylChem has already jumped on the digitalization train – with the Salesforce Sales Cloud in its luggage, WeylChem strives for a closer relationship with its customers. “Our customers expect us to respond quickly and professionally to their inquiries,” says Ruiz. This is why WeylChem also decided on the CRM system from Salesforce, because the company can also easily work across country boundaries with this system. Ruiz: “We use the Salesforce Sales Cloud to quickly exchange critical project information within the corporate group – no matter whether colleagues are sitting directly opposite us or 5,000 kilometers away”.

## SALESFORCE LICENSES FROM TELEKOM

With the standardized CRM solution, WeylChem provides its Sales employees and specialist departments with a useful tool for their day-to-day work and increases productivity. The solution could also be connected to the existing SAP ERP system without any major effort.

WeylChem procures its Salesforce licenses from Telekom, which operates a data center in Germany together with the CRM specialist. To demonstrate that WeylChem processes all data in the cloud in compliance with the strict European data protection laws, the company has concluded a General Data Protection Agreement with Telekom. Ruiz: “We were looking for an expert local partner – and Telekom was the only option having offered us a complete package with licensing as well as integration into our existing tool and process landscape.” The company has thus placed its trust in modern cloud infrastructures that provide maximum data protection standards.

## THE CHEMICAL INDUSTRY IS LAGGING BEHIND IN DIGITALIZATION

Compared to its competitors, WeylChem is well positioned. “Although the industry is relatively conservative, the trend towards automation is now impossible to miss,” says Ruiz. “WeylChem will also have to address the topic intensively over the next few years”.

Thanks to the Salesforce Sales Cloud, at WeylChem all those involved are already kept continuously up to date with the status of projects – and no longer have to constantly make calls and write e-mails. “Critical information regarding projects, such as prices, quantities, recipes, confidentiality agreements and e-mails are filed



systematically so that everybody can view them – even using a mobile device,” says Ruiz. The improved traceability of projects contributes to a greater success rate.

## REVENUE FORECASTS IN JUST A FEW CLICKS

WeylChem also compiles revenue forecasts for the coming years in just a few clicks and prepares reports for the management level – tasks that would involve a great deal of effort without Salesforce. The company also uses Salesforce to track the success rate of its projects. The idea behind this: “The better we analyze previous inquiries, the greater the probability that future projects will be successful,” says Ruiz.

### CUSTOMER PROFILE

**Name:** WeylChem International GmbH  
**Founded:** 2005  
**Headquarters:** Frankfurt am Main  
**Employees:** 1,970  
**Revenue:** 640 million euros (2017)



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### PUBLISHED BY:

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53227 Bonn, Germany



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