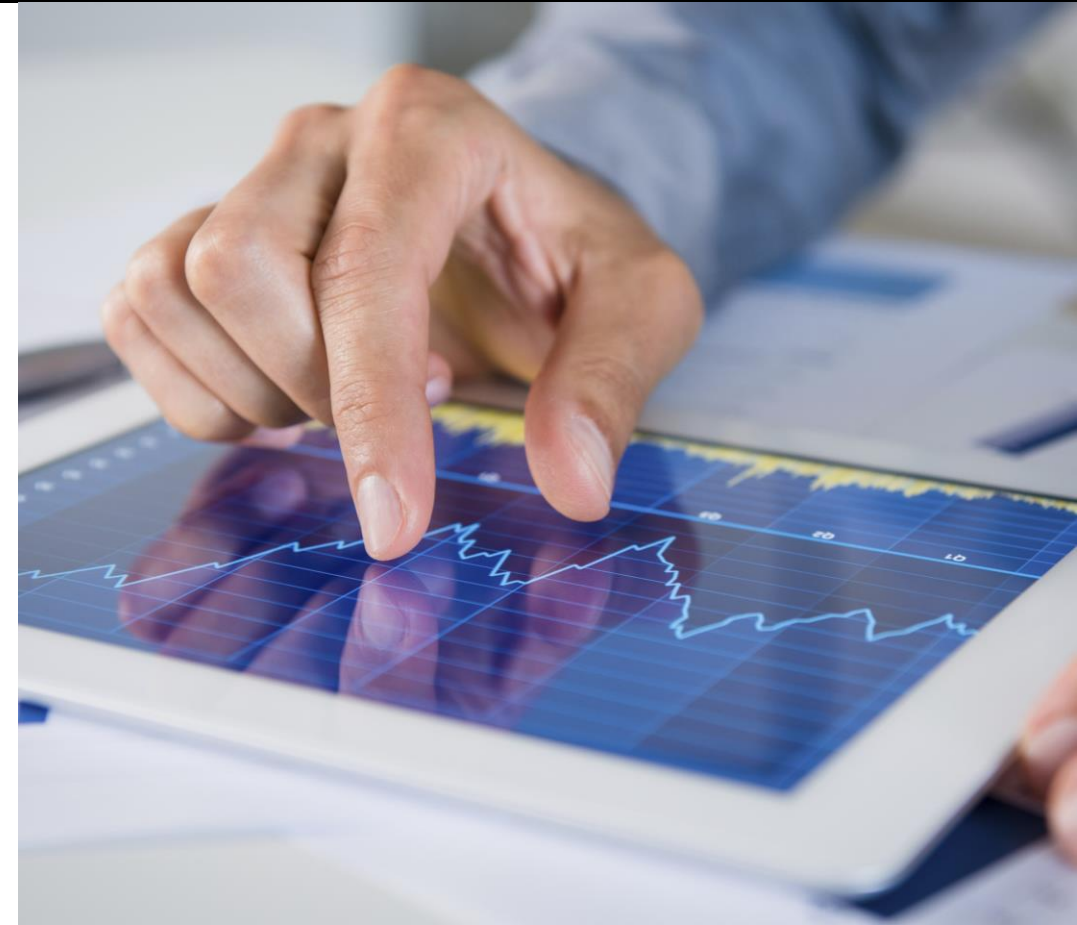


# Can SAP® Hybris® Sales Cloud solution be implemented and go live in 3 months?

Customers focusing on the global shift towards transparency choose Infocredit Group, the leading Cypriot provider of commercial and credit information, to empower their businesses. Helping them make critical trade and credit decisions and protecting them from precarious scenarios and risky transactions, Infocredit Group partnered with SAP to accelerate the performance of its sales team and enhance the sales processes of the organization.

Identifying its customers' unique challenges and needs, Infocredit Group helps them achieve their business objectives, by adopting a new business philosophy which goes beyond the offering of traditional financial services thus leading them to achieve growing revenues and become profitable sales organizations. With the implementation of SAP® Hybris® Sales Cloud solution and the long term successful collaboration with the experienced SAP gold channel partner, Supernova Consulting Ltd, the sales team of Infocredit Group now has real time access to the solutions and tools needed to further strengthen its power and engage with the customers in more meaningful and relevant ways.



“For us, it was absolutely critical to have a **holistic view of our customers across the organization** with several business units and products. With SAP® Hybris® Sales Cloud, we can bridge the data gap and engage with our customers in a much more meaningful way.”

**Theodoros Kringou, Founder & Managing Director, Infocredit Group Ltd**

SAP® Hybris® Cloud for Sales solution enables the Sales Executives of Infocredit to close more deals faster. Real time access to customer analytics and sales data, in the context of their accounts and opportunities, helps them engage and connect with customers in more relevant ways. Sales teams now have a consistent sales methodology and can utilize the solution’s capabilities for better insight to be more productive and increase their chances of winning new deals.



**46years**

Leading provider of commercial and credit information



**Global**

Coverage network of researchers



**Local**

Presence in Cyprus and the United Arab Emirates



### Customer Name

Infocredit Group Ltd  
Nicosia, Cyprus  
[www.infocreditgroup.com](http://www.infocreditgroup.com)

### Industry

Financial Services

### Products and Services

Credit Risk Management,  
Regulatory Compliance, Debt  
Recovery & Call Centre  
Services, Training, Corporate  
Governance & Consulting

### Employees

55

### SAP® Solutions

SAP® Business One and  
SAP® Hybris® Sales Cloud  
solutions

# Maximizing sales effectiveness with SAP® Hybris® Sales Cloud Solution

To meet the ongoing growth of the organization and leverage advanced CRM capabilities, Infocredit Group, implemented SAP® Hybris® Sales Cloud solution. Constructive communication and collaboration with SAP gold channel partner Supernova Consulting Ltd, resulted in the successful deployment and go live of the solution in only 3 months.

### Before: Challenges and Opportunities

- Implement a single, streamlined system to support group's sales processes between 7 Business Lines
- Increase sales team efficiency and speed up closing deals
- Real-time access and update of prospect and customer data either from the office or during on-site meetings

### Why SAP and Supernova

- World's leading provider of business software solutions with strong presence in the local market
- Ability for fast implementation and delivery within the required timeline of 3 months
- SAP channel partner proven experience both in the implementation of the solution and the industry of the customer

### After: Value-Driven Results

- Simplified platform that streamlines sales processes and increases efficiency
- Integration with Microsoft Outlook for e-mails and appointments
- Customization of sales processes to suit the growing needs of the business
- Increased productivity for team members to allocate more time in selling and less in admin
- Clear structure of all leads and opportunities, ability to distribute to the right people with a click

**“With the rise in digital customer engagement, our sales and marketing teams have *access to more data than ever before.*”**

Theodoros Kringou, Founder & Managing Director, Infocredit Group Ltd

This content is approved by the customer and may not be altered under any circumstances..



SAP Hybris (v)

Featured Partner



Higher

quality of contact  
information, conversations,  
and follow-up

Single

platform to unify sales  
across all business units

Seamless

sales processes



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