SAP Innovation Awards 2025
Entry Pitch Deck

Blending Sales Success with Sustainability in the Wine Industry

Wein Wolf GmbH

Ramin Movahed-Schwarz

Wines, Champagnes and Spirits Merchant Wholesalers

Company information

COMPANY NAME:

Wein Wolf GmbH

HEADQUARTERS:

Bonn, Germany

INDUSTRY:

Wines, Champagnes and Spirits Merchant Wholesalers

WEBSITE:

https://www.weinwolf.de/

NUMBER OF EMPLOYEES:

200 employees

Wein Wolf GmbH specializes in the exclusive import and distribution of top international wines, champagne, and spirits. With 40 years of market experience, Wein Wolf is a leader in the premium segment and a trusted partner to 12,000 top restaurateurs, specialty retailers, and the food trade.

By transitioning from paper-based sales processes to digital tools, we have significantly reduced our paper consumption and carbon footprint. Our streamlined operations enhance efficiency while supporting sustainable business practices.

Blending Sales Success with Sustainability

Wein Wolf

WEIN WOLF
GRUPPE

CHALLENGE:

Wein Wolf's sales team relied on pen, paper, and print catalogs when visiting customers. To provide product details, they had to manually locate the right catalog and product. Purchase requests were handwritten in the field and later processed at a computer, making the workflow inefficient and resource-intensive. This paper-heavy process was not only time-consuming but also environmentally unsustainable, contributing to unnecessary waste and a larger carbon footprint.

SOLUTION:

Wein Wolf's sales team now visits customers equipped with an iPad, utilizing SAP Sales Cloud to efficiently search for products based on customer interest. They can display bottle images, access detailed product datasheets from Akeneo Product Cloud, and, most importantly, enter purchase orders instantly while engaging with the customer.

OUTCOME:

With SAP Sales Cloud and Akeneo Product Cloud, sales teams now benefit from enhanced sales support, performance management, and usability. The platform provides a 360-degree view of sales processes and customer information, combined with complete and accurate product information, enabling real-time customer and sales analysis, centralized order and quote creation, and customer site and tour planning. Sales performance management has been improved with lead-to-data analysis, detections of lost orders and missed opportunities, and improved sales recognition capabilities. Additionally, usability for field sales teams has greatly improved with mobile access, which has proven to drive better customer engagement and sales success.

97%
Of their products have complete and accurate data

55%
Of sales made through mobile sales solution

750%
Increase in website domain visibility as measured by SEO

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"

With a single source of truth for our product data, we've dramatically improved our data quality and empowered our sales team. We've moved from fragmented, inconsistent information to a seamless, data-driven sales process, enabling us to expand our reach and provide a superior customer experience.

"

Ramin Movahed-Schwarz
Head of Digital Hub & E-Commerce, Wein Wolf GmbH

WEIN WOLF
GRUPPE

Participating partner information

Akeneo empowers organizations to create world-class product experiences across all customer touchpoints. Akeneo's intelligent Product Cloud helps brands, manufacturers, distributors, and retailers accelerate growth, reduce time-to-market, and boost conversions. Businesses leveraging Akeneo see a 50% productivity increase, 4x higher conversion rates, and 40% fewer returns.

COMPANY NAME:

Akeneo

" We're incredibly proud of Wein Wolf's digital transformation. They've demonstrated how a unified product information strategy, coupled with powerful integrations to tools like SAP Sales Cloud, can revolutionize a business. Seeing them empower their sales team with real-time information and achieve perfect product data quality scores across 97% of their products is a testament to our partnership.

Romain Fouache

CEO, Akeneo

"

akeneo

Challenges

GLOBAL CHALLENGES

By transitioning to digital tools, we've not only improved efficiency but also significantly reduced paper waste, aligning with our sustainability goals. This shift mirrors a broader trend in the wine industry, where digital transformation is helping businesses streamline operations and enhance environmental responsibility.

As noted in a recent review on digitalization in the wine industry, "digital technologies offer transformative possibilities for improving efficiency, sustainability, and consumer experiences throughout the wine value chain."

BUSINESS CHALLENGES

Although 55% of sales were conducted offline by external sales teams, the ordering process was slow, error-prone, and inefficient. Sales reps relied on printed catalogs and handwritten order forms, making it difficult to provide customers with accurate, real-time product information.

The impact on customers and the sales force:

- Manual order entry into SAP Sales Cloud increased administrative workload.

- Limited access to real-time product data to show onsite to customers and prospects.

- Sales teams wasted valuable time and resources on paper processes.

Objectives

PROJECT OBJECTIVES

Wein Wolf aimed to streamline its sales processes, improve data consistency, enhance sales performance, and support sustainability by implementing SAP Sales Cloud. Key objectives included:

- Replacing manual, paper-based processes with an intuitive, user-friendly digital solution that reduces waste and supports sustainable operations

- Unifying sales activities under a single system instead of managing them in disconnected tools

- Eliminating data silos to ensure access to real-time, structured customer and product information

- Standardizing lead and opportunity management to improve efficiency and reduce errors

WHY SAP

SAP Sales Cloud combined with Akeneo's intelligent Product Cloud provided a unified platform for sales activities, real-time customer insights, and a streamlined, mobile order entry process, ensuring greater efficiency with improved data quality and sales performance.

Project or use case

🌐 OVERALL USE CASE

Wein Wolf implemented SAP Sales Cloud with Akeneo's Product Cloud to digitize sales processes, replacing manual, paper-based workflows with a user-friendly, mobile solution that reduces waste and supports sustainable operations.

By eliminating data silos and ensuring real-time access to structured customer and product information, Wein Wolf improved sales efficiency and customer satisfaction. Standardized lead and opportunity management, combined with enhanced product data quality, further streamlined operations.

The result is a mobile, data-driven, and environmentally responsible sales workflow that empowers teams and strengthens customer engagement.

✦ USE OF ARTIFICIAL INTELLIGENCE IN THE PROJECT

Wein Wolf built a custom integration from Akeneo to Tavily (a specialized search engine API designed to enhance Large Language Models) and ChatGPT to automate product description generation for consistent product information across sales channels and to reduce manual overhead.

Benefits and outcomes 1 of 2

BUSINESS OR SOCIAL

Business or social benefits we have experienced include:

- More informed purchasing decisions, as customers now have access to review complete product details with their sales rep, reducing uncertainties and improving customer satisfaction

- Greater sales efficiency, with access to real-time, accurate product data, leading to improved conversion rates and fewer order mistakes

- Sustainability impact, as replacing manual, paper-based processes reduces waste and aligns with Wein Wolf's sustainability goals

IT*

IT benefits we have experienced include:

- Eliminated data silos, ensuring real-time access to structured customer and product information

- Improved system integration, with SAP Sales Cloud and Akeneo Product Cloud working together to provide seamless sales and product data management

- Reduced IT complexity and overhead by replacing multiple disconnected tools and mixed processes

- Accelerated product updates, as product managers can now directly manage and improve product data without relying on IT

- Boosted SEO and website domain visibility with more complete and accurate product information online

Benefits and outcomes 2 of 2

PEOPLE RELATED: PERSONAL PERSPECTIVE

Wein Wolf's transition to SAP Sales Cloud and Akeneo Product Cloud led to perfect product data quality scores across 97% of their products (up from below 30%), ensuring customers receive reliable, accurate, and detailed product information.

The shift from paper-based processes to a fully digital workflow reduced waste and improved sustainability. With Akeneo's robust product information management capabilities, they were able to improve SEO and increase website domain visibility by 750%.

Sales teams now work faster and more effectively, with real-time access to structured data, improving customer satisfaction and sales efficiency. Standardized lead and opportunity management streamlined processes, reducing errors and boosting conversion rates. The project has created a smarter, greener, and more customer-centric business model.

"
Akeneo Product Cloud and SAP Sales Cloud have transformed our sales process, we now have instant access to reliable product information at the push of a button. This means our sales team can confidently answer customer questions in the field and boost sales conversions. The streamlined digital workflow has dramatically improved our efficiency, and the ability to access product data in real-time, through both Akeneo and SAP Sales Cloud, is a game-changer. These tools have truly empowered our sales team to be more effective in the field.
"

Ramin Movahed-Schwarz,

Head of Digital Hub & E-Commerce,

Wein Wolf GmbH

Architecture
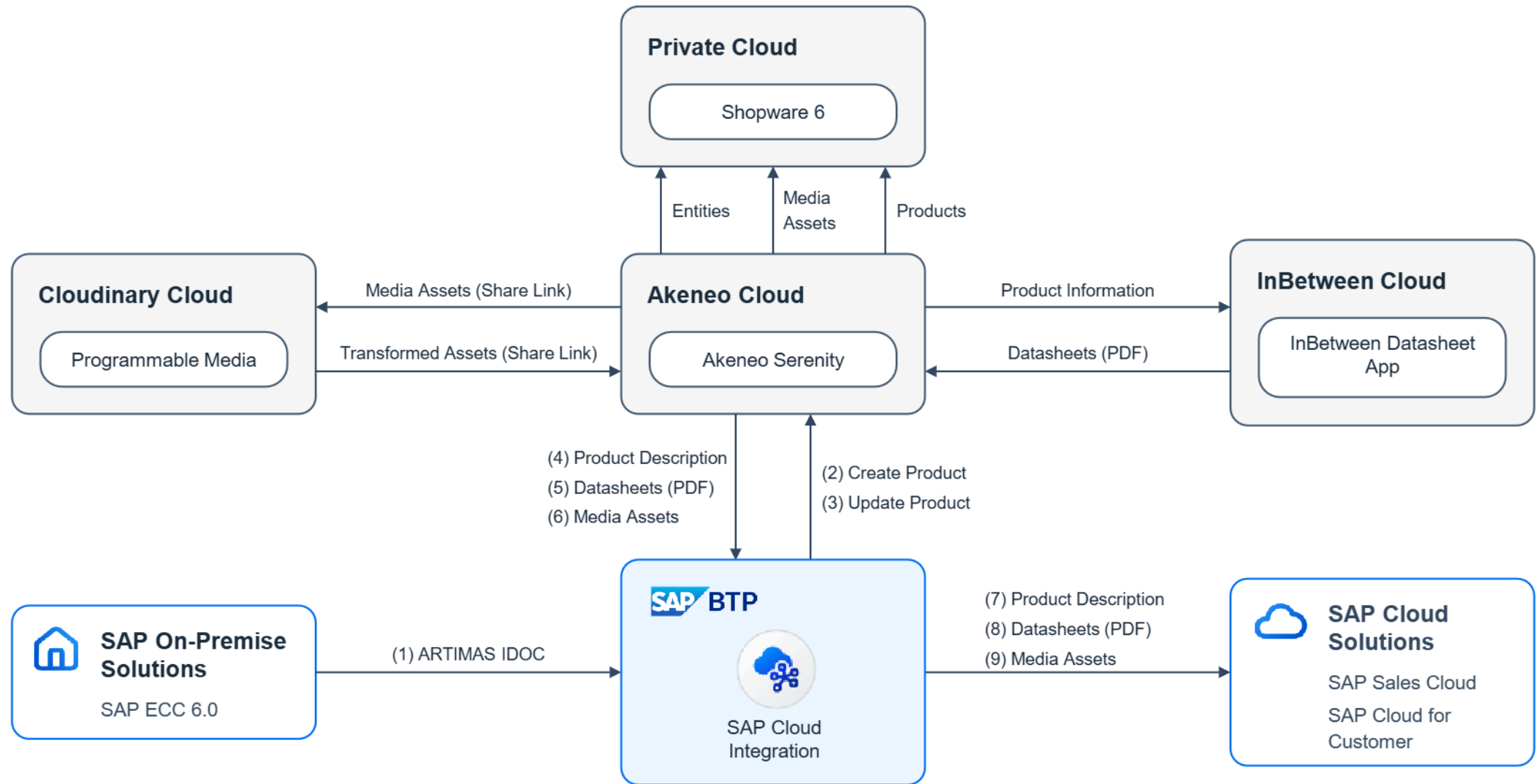
Deployment details 1 of 3

SAP TECHNOLOGIES USED

	SAP Offerings	DEPLOYMENT STATUS LIVE Proof of Concepy	SAP Business AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1	SAP ERP Central Component (SAP ECC) 6.0	Live		Manages product creation and updates, triggering the ARTMAS IDOC process
2	SAP Cloud Integration for data services	Live		Middleware that transforms IDOCs and routes data between SAP ERP, Akeneo, SAPCloud for Customer, and the online shop
3	SAP Sales Cloud	Live		Main order entry channel for external sales teams; stores product descriptions, datasheets, and media assets from Akeneo
4				
5				

DEPLOYMENT STATUS:

Live

DEPLOYMENT COUNTRY:

Germany

DATE:

9/30/2021

NUMBER OF END USERS:

45

TRANSACTION VOLUME:

Are you using SAP BTP? If YES, move to slide 13

Deployment details 2 of 3

The following SAP Business Technology Platform (SAP BTP) solutions are part of the project:

	TECHNOLOGY	SAP BTP SOLUTION	CONTRIBUTION TO PROJECT
1	Application Development and Automation		
2	Extended Planning and Analysis		
3	Data and Analytics		
4	Integration	SAP Cloud Integration for data services	Ensures data exchange between SAP ERP, Akeneo, SAP Sales Cloud and other third-party digital commerce platforms.
5	Artificial Intelligence		

*LICENSED THROUGH THE SAP BUILD/TECH ADOPTION PROGRAM:

N/A

*LISTED ON SAP STORE:

N/A

***MONETIZED
(SOLD TO YOUR CUSTOMERS):**

N/A

*CO-INNOVATION WITH SAP:

N/A

*NUMBER OF CUSTOMERS USING THE SOLUTION/APP:

N/A

Deployment details 3 of 3

The following offerings from SAP services or application packages were utilized during the implementation or deployment phase.

	SAP SERVICE OR APPLICATION PACKAGE	CONTRIBUTION TO THE PROJECT
1	Not applicable	
2		
3		
4		
5		

Other Packages

◯ **SAP DISCOVERY CENTER MISSION:**

N/A