

## PRESS RELEASE

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### Schoeller Allibert integrates IFS CRM™ with Office 365® with a powerful solution from Addovation.

**Schoeller Allibert, the European market leader for manufacturing of Returnable Transit Packaging, has gone live with a powerful CRM solution that integrates features in Outlook in Microsoft 365® with IFS Applications™.**

Schoeller Allibert is Europe's no. 1 supplier of Returnable Transit Packaging (RTP) and has offices all around the world. They needed a solution that could streamline their CRM processes and increase the data quality and efficiency in their sales organization to support future growth.

*“One of our main priorities is to make sure that our processes are as efficient and streamlined as possible. With this solution we reduce the need for manual registration. The add-in smoothly synchronizes our contacts and appointments and makes our sales team happier and more efficient”* says Benjamin van Wesemael, Sales Manager, at Schoeller Allibert. *“Currently, we are live in the Netherlands, but within a year and a half we should be running the solution within the entire company across 15 countries!”*

#### **Two-way integration & automatic synchronization.**

The solution features support for synchronizing business activities, calendar appointments, tasks and contacts between Microsoft Outlook® and the IFS CRM™ module in IFS Applications™.

*“The integration eliminates the hassle of operating two calendars”* says Anders Kjersem, Sales Manager at Addovation. *“It is unique as it works both ways. Users can add or update calendar appointments in Outlook and it will immediately be visible in IFS Applications – or the other way around! Either way, users will experience the two as connected. It’s all about streamlining the CRM process, freeing up sales time and adding value though eliminating manual labour and increasing data quality”* he concludes.

This is a robust solution that runs 24/7. All tracking, logging and surveillance is handled through Addovation’s own integration platform, Automation and Integration Server (AIS). It also uses the Addovation Cloud Service.

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#### **Addovation AS**

Address: Nedre Strandgate 11, 3015 Drammen

E-mail: [info@addovation.com](mailto:info@addovation.com)

Org. no: 992 564 113

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### **About Customer**

Schoeller Allibert has been inventing, developing, designing and manufacturing Returnable Transit Packaging (RTP) for more than 60 years. They have a rich heritage, having been formed from the key players: Schoeller, Wavin, Perstorp, Arca, Linpac, Allibert, Paxton, Stucki amongst others. Today they are the European market leader with operations world-wide.

### **About Addovation**

Addovation is an IFS Gold Channel Partner and a provider of IFS Applications™ to ambitious companies in Scandinavia. We offer consulting services and help companies with implementation projects, upgrades, integrations and hosting. With services, products and consulting combined, Addovation is a One Stop Shop for IFS Applications™. Addovation has over 100 experienced ERP consultants and 6 offices across Scandinavia. Read more at [www.addovation.com](http://www.addovation.com). Follow us on [LinkedIn](#).

### **Contact Information Addovation:**

Anders Kjersem  
Sales Manager Scandinavia  
[anders.kjersem@addovation.com](mailto:anders.kjersem@addovation.com)  
+47 90 53 51 60

### **Contact information Schoeller Allibert:**

Benjamin van Wesemael  
Sales Manager Benelux  
[Benjamin.VanWesemael@schoellerallibert.com](mailto:Benjamin.VanWesemael@schoellerallibert.com)