



# DEM-Group

DEM Group is the official supplier of John Deere construction and forestry equipment, Hitachi mining and construction machinery, Wirtgen group machines, Atlas Copco generators and lighting masts and SIMEM concrete batching plants for North, West and Central Africa.

Business Solution  
Distribution & Retail

Sector  
Distribution

Collaborators  
44

Website  
[www.dem-group.com](http://www.dem-group.com)

## CHALLENGE

*The company has representative offices in 11 African countries. Each country has its own commercial specificities. Price list, documentation, languages, VAT management...*

*DEM group installed Odoo CRM to follow the different opportunities and improve the commercial forecasts. The system in place does not meet the specific needs of the countries, is not little used by sales staff and does not allow quotations to be made to customers. Many specific developments made the system very heavy to manage and migrate.*

*The project challenge is as follows: To improve the implementation of the system to meet the needs of the users and to bring added value to the sales process.*

## SOLUTION

DEM group called on Eezee's expertise in the implementation of Odoo to improve the user's experience of the application.

The main objective is the creation of quotations by sales staff. The creation of quotes is a priority for users. To achieve this objective, sales applications have been set up integrating all specific aspects to each market such as VAT calculations, quote templates, price lists, product descriptions in all languages....

The system was also simplified and automated to speed up the process of creating quotes by the sales staff.

## RESULTS

Today, all 44 users of the sales platform are successfully creating their quotes in the system. Rather seen as a constraint, users consider today the current system as providing real added value. The system is flexible and adapted to their market. The creation of quotations is accelerated, which is very beneficial for the company. In addition, management has an important tool for monitoring the evolution of its opportunities and forecasting future sales.

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### Modules

Accounting

CRM

Inventory

Invoicing

Purchase

Sales