Success Story

Teofert's Digital Transformation with DIS and the "b-anywhere" SFA Solution

Case Study

In today's dynamic and demanding business environment, agility and innovation are critical to maintaining competitiveness. Teofert S.A., a leader in specialized fertilizers and a member of the Theofanopoulos Group, launched a strategic digital transformation initiative to accelerate growth and modernize its operations. With headquarters in Athens and state-of-the-art production facilities in Stylida, the company chose DIS as its strategic partner, placing the b-anywhere platform at the center of its new digital strategy.

DIS Dynamic Integrated Solutions

TEOFERT

Challenges

-Limited mobility for sales teams, who lacked access to key customer and product data while in the field—slowing down operations and decision-making.

-Disconnected and manual workflows, which led to delays in order processing, pricing errors, and inconsistent visibility into sales performance.

-Poor cross-department collaboration, due to fragmented systems and the absence of centralized data and communication flows.

-Increasing operational complexity, which required better control, forecasting, and traceability across the supply chain and financial management.

Solution

-Mobile Accessibility

Sales representatives can place orders and manage customer data in real time from their mobile devices.

-Real-Time Data Synchronization

Two-way connectivity with ERP and CRM systems ensures real-time data updates across the organization.

-User-Friendly Interface

A modern and intuitive user experience increases solution adoption and reduces training time.

-Built-In BI Tools

Integrated analytics provide insights from financial, geographic, and customer data to support smarter decisions.

Benefits

✔ **Increased Sales Productivity**

Field teams perform tasks faster and more accurately, improving overall sales effectiveness.

✔ **Smarter Decision-Making**

Real-time, reliable data empowers management with strong analysis and strategic planning tools.

✔ **Improved Customer Experience**

Faster service and real-time issue resolution strengthen customer relationships.

✔ **Operational Efficiency**

Automated workflows and connected systems reduce administrative burden and errors.