



# Global cosmetics leader raises sales efficiency with Microsoft technology

Russia's Henkel Beauty Care used to juggle between multiple spreadsheets for their forecasting. Now, it uses a modern, cloud-based Microsoft Dynamics 365 sales forecasting engine to predict the impact of any planned promotion. This move has resulted in significant return on investment (ROI).



**Customer**  
Henkel Beauty Care  
**Website:** [henkel.com](http://henkel.com)  
**Country:** Russia  
**Industry:** Consumer Goods  
**Customer size:** Large (1,000 - 9,999 employees)

**Customer profile**  
Henkel Beauty Care develops, produces, and sells successful high-quality products to over 150 countries worldwide.

**Software and services**  
Dynamics 365 for Sales  
Power BI  
Azure

“Now, it’s very easy to decide if a planned promotion is actually worth doing, as we get detailed forecasts in advance.”

Sergey Siluianov, Sales Capability Manager, Henkel Beauty Care

Part of the global Henkel family of brands, the Russian arm of branded consumer goods manufacturer and retailer Henkel Beauty Care is a local leader in hair cosmetics, body, skin and oral care. It also operates a highly successful hair salon business.

But Sergey Siluianov, Sales Capability Manager, wanted to better understand costs related to promotions, and have more transparent reports. “We needed to stop trying to collect everything ourselves from many Excel spreadsheets,” he says.

Siluianov and his team agreed the best way to do this was by implementing BASYS Trade Profitability Management, a Microsoft partner’s software based on Microsoft Dynamics 365 technology. The cloud-based product combines key features for customer relationships management, and top-class business intelligence solutions. It uses Microsoft Dynamics 365 for Sales, Power BI, and Azure services.

Henkel Beauty Care, with the help of BASYS, integrated key account and distributor data into a single scalable and flexible platform via implementation of a cloud-based solution to help with trade promotion planning and optimization, demand and sales operations forecasting and other key performance indicators.

#### Maximizing promotion potential

Today, the solution is used by a team of 150 field sellers. After 12 months in production, Siluianov reports a range of improvements, especially time savings for key business processes. Collecting data for forecasting now takes only several minutes instead of two days. Calculating and analyzing the promotional impact takes one minutes instead of an hour. And the overall sales forecasting process that used to take twelve people working over 160 hours, now takes just one person working over 30 minutes.

Additionally, Sulianov is now receiving detailed sales and operational updates every week instead of every month, as well as detailed forecasts from every account and territory manager, which significantly improved the forecast accountability.

Overall, he concludes, Microsoft-based technology at Henkel Beauty Care has significantly improved sales efficiency, as it now provides a more comprehensive picture of sales that can be analyzed online. “We can also assess our future sales in terms of on- and off-invoice now, and get a transparent picture and predictability of our business,” he confirms, “Now, it’s very easy to decide if a planned promotion is actually worth doing, as we get detailed forecasts in advance.”

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#### Partner

**BASYS** (basys.pro)  
Moscow-based BASYS offers solutions for the real-time trade promotion and profitability management of emerging markets of global consumer brands.

#### Digital transformation to:

- Empower employees
- Engage customers
- Optimize operations
- Transform products