



Productivity increased by over 50% and operational cost reduced by 40%. Full control of business flow remained with elimination of technical inefficiencies and cross-sharing of integrated information.

Promoluz required an innovative information system that allowed the company to set itself as a key player in the competitive market of field marketing.

To assure this, it was necessary to replace the old system by a solution that supported process reformulation and optimised the company's business model. It was necessary to implement a solution that would guarantee a faster and stricter information management; given the fact field marketing shows a tendency of high employee turnover rates.

Quidgest's solution

To modernise the technological infrastructure of Promoluz, Quidgest suggested developing, in partnership with the client, an Integrated Merchandising Management system that was completely adequate to its business strategy. The solution:

- Ensured optimisation of human resource planning and management: recruitment, evaluation systems, incentives and training
- Has the ability to interact with and cross all data, with a complete and effective control of process components
- Encompasses all merchandising activities
- Allows the user to have control over all workflow aspects, including planning, invoicing, Human Resources Management and logistics and more.

Main objectives achieved from choosing Quidgest's solution

- Average productivity increased by over 50%;
- Executing of weekly tasks supported by Quidgest's solution led to savings of 4 to 6 hours;
- Standardisation and automation of internal processes;
- Better data control and monitoring by multiple users;
- Operational cost reduced by 40%;
- Better prepared to undertake required efforts.

Main goals achieved with this project:

- Elimination of outdated computing methods, that generated technical and productive inefficiencies;
- Development of an integrated management solution, to ensure secure sharing and crossing of information;
- Time reduction of processes, previously done separately and based on paper documentation.

Brief client description

Promoluz is a company that is specialized in Field Marketing services, working with leading multinational companies in their activity sectors, and supporting them in the creation and strengthening of their brands in order for them to provide better services to their customers.

After 15 years of work, Promoluz is the first Portuguese company to be ISO 9001:2000 certified in promotion, replacement and events.

Main goals achieved

- Elimination of outdated computing methods, that generated technical and productive inefficiencies;
- Development of an integrated management solution, to ensure secure sharing and crossing of information;
- Time reduction of processes, previously done separately and based on the circulation of paper documentation.

“Today, it is very difficult to think of Promoluz without operating Quidgest's software. We have been growing and cooperating together since 2000. The professionalism and diligence of Quidgest's team gives us the confidence necessary to take on a long-term relationship with the company.”

Luísa Miranda, Executive Manager at Promoluz