



Success Story

From an alignment marathon to an efficient quotation process: How NovaTaste is rethinking sales

Faster to tailored quotations: NovaTaste and SYBIT set new standards for transparency and speed.



Complex product enquiries as a daily challenge in sales

For sales managers in industries with complex product and quotation processes - such as food and ingredients, chemicals and pharmaceuticals, or mechanical engineering - this is part of everyday business: customer enquiries for new products, formulations or variants trigger lengthy process chains. Numerous departments need to be involved, from product development and quality assurance to packaging and logistics.

The result is a high level of coordination, long lead times, breaks between systems and a constant risk of errors. While customers expect fast, tailored and reliable quotations, sales organisations have to contend with fragmented processes that consume valuable time and resources.

At NovaTaste, a global leader in taste innovation and functional ingredients, these challenges were also the catalyst for a fundamental redesign of the quotation process.



The objective: An end-to-end, integrated quotation process

NovaTaste wanted to do more than simply digitise individual process steps. The objective was to establish an end-to-end process for all product enquiries, whether standard or highly customised:

- Central management of product, formulation and assortment enquiries
- Comprehensive coverage of standard enquiries and ETO processes, from product development through to quotation
- Mapping of the entire process chain, from the opportunity through internal processing to the final quotation
- Seamless collaboration across more than eight participating departments
- Automated quotation documents that comply with corporate design standards and are customer-friendly
- Transparency for all stakeholders, at all times and across departmental boundaries

This was intended to make the journey from the customer's idea to a quotation significantly simpler, faster and more consistent. The focus was not only on efficiency, but also on consistency, quality and a better customer experience – all key priorities for sales managers seeking to drive both growth and customer satisfaction.



What is an ETO process?

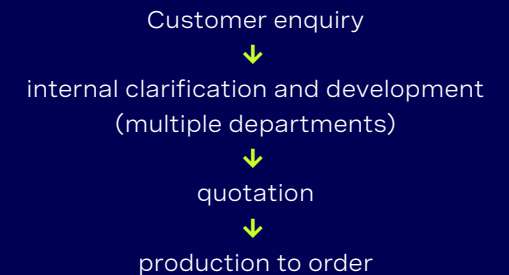
ETO stands for Engineer-to-Order.

This means that products are developed, engineered or adapted only in response to a specific customer request. Unlike standard processes such as Make-to-Stock (production for inventory) or Assemble-to-Order (configuration from existing components), an ETO process does not start with a finished product already on the shelf.

Particularly common in industries such as:

- Food and ingredients (new formulations, spice blends)
- Mechanical engineering (special-purpose machinery)
- Chemicals and pharmaceuticals (customer-specific formulations)

A typical process looks like this:



For NovaTaste, this means in practical terms: A customer requests a new spice blend or formulation that is developed specifically for them. The process involves sales, R&D, quality assurance, packaging and logistics – and is now managed digitally using SAP Sales Cloud and SAP CPQ.

The solution: An integrated process with SAP Sales Cloud and SAP CPQ

Working with SYBIT, NovaTaste created a solution that digitally maps the entire process from opportunity to quotation – without breaks between systems:

- **Central enquiry management in SAP CPQ**

Product, formulation and assortment enquiries are captured centrally and enriched with sales expertise.

- **Workflow-based processing across departmental boundaries**

More than eight specialist departments can contribute their input in a structured way – from formulation to packaging.

- **Guided data entry and content**

Step by step, a complete product is created, including the appropriate packaging.

- **Feedback and approval app**

A seamlessly embedded SAP BTP app enables additional specialist departments to be involved and provide their feedback directly within the process.

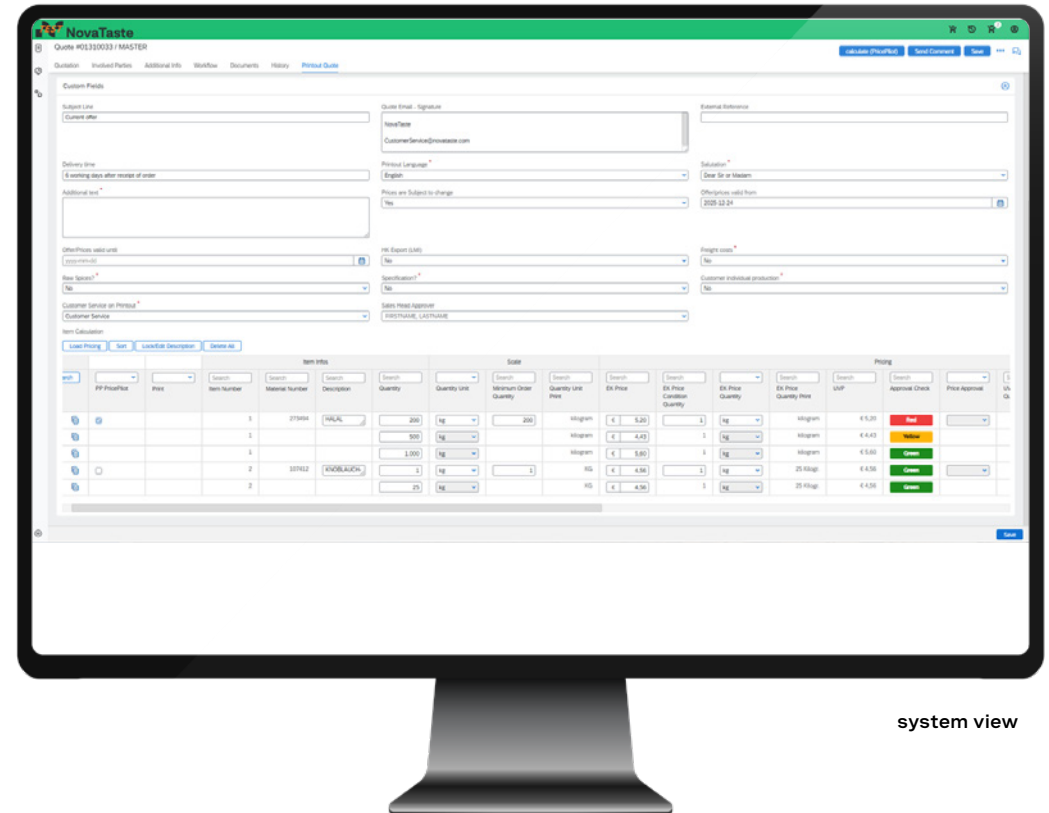
- **Seamless integration with SAP Sales Cloud and ERP**

The process starts with the opportunity in SAP Sales Cloud, and quotation data flows back automatically. Pricing, material and customer data are integrated from SAP ERP.

- **Automated quotation output**

A customer-friendly quotation document that complies with corporate design standards and contains all relevant information – from prices and terms to Incoterms.

The result is an end-to-end process that is not only more efficient internally, but also delivers a professional experience for customers.



system view

„For us, it was important not simply to introduce a tool, but to work with SYBIT to create a foundation for future growth. With streamlined processes and a scalable architecture, we can roll out the solution internationally and expand it step by step with additional functionality. This has enabled us to successfully lay the digital foundations for the future of sales at NovaTaste.“

Clarissa Schütz, Head of Customer Service, NovaTaste

Benefits for sales and customers

The solution is delivering tangible results:

- **Transparency**
Everyone involved can see the status of opportunities, requests and quotations at any time.
- **Quality & consistency**
Complete formulation and packaging data, fewer manual process steps and a lower error rate.
- **End-to-end user journey**
Processes without system breaks improve speed, data quality and adoption – both internally and externally.
- **Professional customer experience**
Consistent quotation documents that meet the high expectations of B2B customers.

„SYBIT supported us with strong strategic and technological expertise in consistently implementing our vision of an end-to-end sales process. From process analysis and the subsequent implementation roadmap through technical integration to the user experience, we worked together to create a solution that delivers real value for both sales teams and customers.“

Herbert Frohner, Global CIO at NovaTaste

Scaling and further development

The solution that has been created is not an endpoint, but a foundation for the future. NovaTaste and SYBIT are continuing with a number of far-reaching initiatives, including:

- **International rollout** to additional locations
- **Expansion of the BTP app** for additional use cases, such as task overviews
- **Functional enhancements** such as plausibility checks, rules, analytics and reporting

This paves the way for a scalable sales platform that can be deployed internationally and expanded flexibly.

Conclusion

By implementing truly end-to-end processes and modern digital technologies such as SAP Sales Cloud and SAP CPQ, NovaTaste – together with SYBIT – has fundamentally transformed its quotation process. Today, both sales teams and customers benefit from greater transparency, higher quality and faster processing. At the same time, the solution has been designed to scale internationally and can be extended flexibly.

A particular highlight of NovaTaste's approach is the BTP app developed with SYBIT to close functional gaps in the standard solutions. This extension makes it possible to integrate specific requirements and processes – such as cross-departmental feedback and approval – seamlessly into the quotation process. As a result, NovaTaste has a quotation solution that can be adapted flexibly to future requirements.

For sales managers, this means that innovative digital processes create clarity, speed and customer proximity – and make the sales organisation fit for the future.

We Create CX Champions.

500+

customers

350+

employees

100%

customer-centric

No.1

in CX across Europe

Top 10

IT employer

25+

years of experience



**Let's Take the Next
Step Together!**

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