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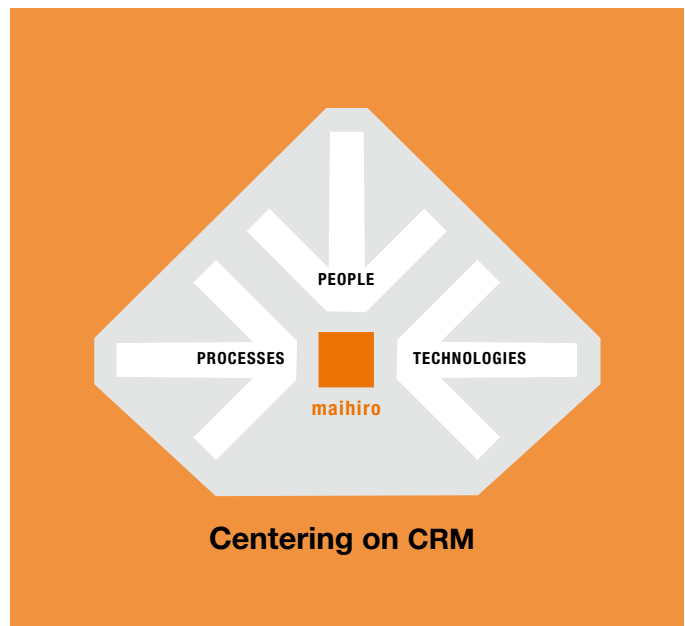
**CRM** is successful  
when it succeeds  
in bringing **people,**  
**processes**  
and **technologies**  
together.



How does maihiro unite people, processes and technologies?

maihiro's guiding principle is "living CRM": the idea is that every customer, partner and staff member should live and experience CRM at first hand in a positive way. That's more than just consulting.

## → Profile



maihiro focuses on the optimisation and technological support of marketing, sales and service processes – in short, Customer Relationship Management (CRM). The consulting firm supports its customers with management, process and technology consulting in the areas of marketing, sales and service, enabling them to act in a customer-oriented manner, to optimise processes seamlessly and to link systems effectively.

In CRM management and process consulting, maihiro advises companies on the topics of sales control, key account management, customer value models, Net Promoter® Score and organisational development. For the implementation of CRM and CRM Analytics, maihiro is SAP CRM Special Expertise Partner, consulting partner for Oracle/Siebel CRM and Microsoft Dynamics CRM. For the mobile use of CRM, the CRM specialist cooperates with ISEC7, PTV and Sybase, among others.

Founded in 2000 by Bernd Hesse, Uwe May und Mark Roes, maihiro currently employs more than 70 members of staff (status: April 2011) at the company's headquarters in Ismaning near Munich and in the Viennese subsidiary managed by Matthias Götz since 2005.

To date, the team has successfully implemented more than 300 CRM projects for over 150 well-known customers – not only in German-speaking countries, but also worldwide, for example in Australia, Canada, Croatia, Denmark, France, GB, Hungary, Qatar, Russia and the US.

In 2010, the CRM consulting firm was awarded the "Top 100" seal of quality as one of the most innovative medium-sized companies in Germany. In 2011 this was followed by a nomination for the IT innovation award, whereby maihiro ranked second in the CRM category.

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## → Expertise

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maihiro is a CRM consulting company providing consulting services for its customers in marketing, sales and service – right through from strategy to application management.

The range of services offered encloses:

### Business Consulting

- Due diligence
- Mission statement development
- Development of key performance metrics
- Key account management
- Value-driven sales (incl. customer value analysis)
- Customer loyalty rating (Net Promoter® Score)
- Process consulting and organisational development
- Software selection
- Change management

### Managed Application and Process Services

- Operational management conception
- Change request management
- 1st, 2nd and 3rd level support
- Data quality management
- Project support service (testing, rollout, training)
- Hosting of development and test systems
- Internally-developed system administration programs
- Basis administration and interface monitoring
- Outtasking of marketing and campaign activities

### Technology Consulting

- Implementation of processes and business analytics in marketing, sales and service based on SAP, Oracle/Siebel and Microsoft Dynamics
- Mobile CRM via BlackBerry®, iPhone/iPad, Windows Mobile et al. smartphones
- Mobile tour planning incl. address validation and geocoding
- Integration of additional sales potential data
- Real-time integration of geographic data for optimised sales management



### The method: CRM to Go

**CRM to Go** is the consulting approach developed by maihiro for efficient CRM implementation.

#### Advantages

- Industry-specific process models
- Prototype-based approach
- Pre-configuration in standard system
- Release capability
- Modular structure
- Transparent costing

#### Benefits

- Achieves faster project results
- Reduces project running periods by up to 40 per cent
- Lowers project costs by 25 to 30 per cent

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## → Industries

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- Automotive industry
- Banking sector
- Building and supply industry
- Chemical industry
- Consumer goods industry and retail
- Insurance sector
- Manufacturing industry
- Media
- Pharmaceutical industry
- Service providers
- Telecommunications

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## → Customers

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I&I Internet AG, Al Khaliji Commercial Bank, Audi, austriamicrosystems, Balluff, Bank für Sozialwirtschaft, Boehringer Ingelheim, C+C Pfeiffer, DEG (KfW Group), eCircle, EDAG, Engelhard Arzneimittel, EV Group, Fuji, Henkel, Hewi, HypoVereinsbank, Knapp Logistik Automation, Koch, Neff und Volckmar (KNV), Merz Pharmaceuticals, Mol Hungarian Oil and Gas, Mondri Coatings, Osram, Pliva Croatia, Sabio, Schreiner Group, Styria Media Group, T-Online, Tridonic, Hoffmann Group, Volkswagen Financial Services, Walter, Westdeutsche ImmobilienBank, Wacker Chemie, Wincor Nixdorf, Würth Handelsgesellschaft, Zumtobel and others.