

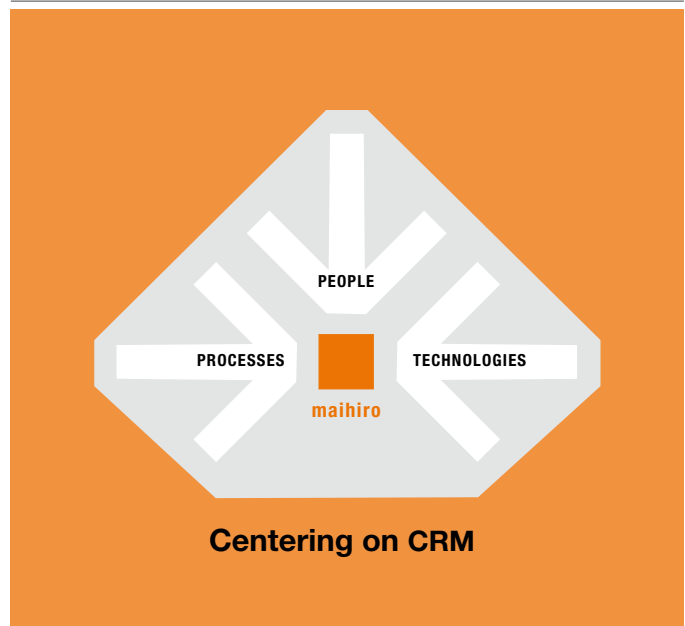
CRM is successful  
when it succeeds  
in bringing people,  
processes and  
technologies together.



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 supports companies in marketing, sales and service in their efforts to act in a customer-oriented manner, consistently optimizing processes and effectively networking systems.

maihiro is Special Expertise Partner for SAP CRM, consulting partner for Oracle/Siebel CRM and Microsoft Dynamics CRM. For mobile CRM applications, the company collaborates with Research in Motion (RIM) and Sybase. In the area of field service management and optimization, maihiro partners with ClickSoftware.

Founded in 2000 by Bernd Hesse, Mark Roes and Uwe May, maihiro now employs around 70 staff (as of April 2010) at its headquarters in Ismaning near Munich and, since 2005, at its Austrian subsidiary in Vienna managed by Matthias Götz. The team supports a range of major customers throughout the German-speaking region and has also successfully completed projects in Australia, Croatia, Denmark, France, Great Britain, Hungary, Qatar, Russia, the US, and other countries.

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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.

### Business Consulting

- Due diligence
- Mission statement development
- Development of key performance metrics
- Value-driven sales (incl. customer value analysis)
- Customer satisfaction ratings
- Process consulting and organizational development
- Software selection
- Change management

### Technology Consulting

- Implementation of processes and business analytics in marketing, sales and service based on SAP, Oracle/Siebel and Microsoft
- Mobile CRM via BlackBerry®, iPhone, Windows Mobile et al. smartphones
- Integration of sales potential data, e.g. for the automotive, building & supply, and pharmaceuticals industries
- Real-time integration of geographic data for optimized sales management, especially within the banking and insurance sector

### 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

### 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

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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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Al Khaliji Commercial Bank, Audi, Balluff, Bank für Sozialwirtschaft, Boehringer Ingelheim, DEG (KfW Group), eCircle, EDAG, Engelhard Arzneimittel, EV Group, Fuji, Henkel, HypoVereinsbank, Knapp Logistik Automation, Koch, Neff und Volckmar (KNV), Merz Consumer Care, Merz Pharmaceuticals, Mol Hungarian Oil and Gas, Pliva Croatia, Schreiner Group, T-Online, TridonicAtco, Volkswagen Financial Services, Walter, Westdeutsche ImmobilienBank, Wacker Chemie, Wincor Nixdorf, Würth Handelgesellschaft, Zumtobel and others.



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