

PRESS RELEASE

maihiro announces successful completion of their CRM project at Engelhard Arzneimittel [Engelhard Pharmaceuticals]

Intelligent linking of the core in-house and field processes along with marketing has facilitated a precise overview of the state of affairs

Ismaning near Munich, 9 October 2013 - The introduction of the new Customer Relationship Management (CRM) system at Engelhard Arzneimittel, a leading brand manufacturer focusing on non-prescription pharmacy-only medicines, has succeeded in further optimising the interaction between sales and marketing. Together with the CRM experts at maihiro, the system has also been made more user-friendly. Continuous data synchronisation ensures a current overview of customer data at any time, also on mobile devices like tablet PCs and smartphones.

Firstly, the field representatives' prior procedure has changed: Documents available previously on paper for consulting and sales meetings have now been completely transferred to digital information. Field representatives have received smartphones and tablet PCs with integrated mobile communications cards.

Marketing processes were improved primarily in the areas of planning and visit follow-up. Planning takes into account the target guidelines covering visits and offers a list of suggestions on this basis. The combination of customer-specific information, such as marketing characteristics and turnover data, allows for the enabling of individual procedures as well as the maintaining of clear guidelines.

"The new online system means that all customer-relevant data needed for preparing a visit to a pharmacy or doctor are available everywhere and always up to date," explains Sandra Bodensohn, CRM manager at Engelhard Arzneimittel.

Follow-up can now be completed directly after the client contact, and the data is saved in a central system. With the integration of maiConnect Groupware, a central online work platform for the whole company with an offline component has been created that enables continuous synchronisation of the data. The data being up to date in this way, along with the sales

documentation adjusted for each marketing campaign and the company's goals, ensure a good overview with well-structured presentation and communication.

Uwe May, manager of maihiro GmbH, is proud of the successful completion of this project: "The groupware integration developed by maihiro allows Engelhard Arzneimittel to provide the best sales support and carry out campaigns precisely tailored to target groups."

The CRM IT architecture consists of the module SAP CRM 7.0 EHP1, synchronisation with Microsoft Outlook via maihiro's maiConnect solution, Web user interface, and MS SQL 2008.

About Engelhard Arzneimittel

Engelhard Arzneimittel is an internationally active, medium-sized family company with more than 300 employees. As one of the leading brand manufacturers in the OTC area, Engelhard Arzneimittel sells mainly non-prescription pharmacy-only medicines for self-administration. The company's core areas of expertise include respiratory therapies and medication for skin diseases.

About maihiro

maihiro specialises in Customer Relationship Management (CRM) and Business Analytics. The consulting firm supports its clients in the fields of marketing, sales and service from strategy consulting and process optimisation to implementation and application management. The company is a consultancy and implementation partner of SAP and Microsoft. Established in 2000 by Bernd Hesse, Uwe May and Mark Roes, the management consultancy firm based in Hamburg, Ismaning near Munich and Vienna today employs more than 100 staff. In 2005, under the direction of Matthias Götz, maihiro established a subsidiary in Austria, and maihiro business analytics GmbH followed in July 2011. In 2010, the consultancy firm was awarded the "Top 100" quality seal in recognition of its status as one of the most innovative medium-sized companies in the country, and 2011 saw its nomination for the IT innovation prize in the CRM category. maihiro provides consultancy services worldwide for companies from different sectors including 1&1 Internet AG, ABUS SC, Audi, Bank für Sozialwirtschaft, eCircle, Europapier, Henkel, Merz Pharmaceuticals, Mondi Group, Styria Media Group, the Hoffmann Group, and Würth Austria.

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