

PRESS RELEASE

Ten years of maihiro Austria: a noteworthy success story

The CRM specialists are the number one among SAP CRM partners

***Vienna/Ismaning near Munich, 17th July 2015* – maihiro GmbH, based in Vienna, was founded exactly ten years ago. maihiro is now the number one in Austria among SAP CRM partners and advises customers in the fields of Marketing, Sales and Customer Service continuously from the strategy and the process design through to implementation and application management.**

The company is a subsidiary of German maihiro GmbH. “We see ourselves as an important and innovative part of the overall company,” says Matthias Götz. “We have tried out numerous new technologies and optimised their application for a very wide variety of industries. For instance, we implemented the first cloud-based CRM project with SAP technology in Austria. We often play the role of a pioneer within maihiro when it comes to tapping into new customer segments.”

In recent years, the company has been able to add additional sectors, such as media and retail, to the mix of industries of the overall company. maihiro Austria successfully advises companies such as ÖBB, GATX, the Mondi Group, Red Bull Media House, the Styria Media Group, C&C Pfeiffer and Würth Österreich.

The work rendered is not only valued accordingly by customers but also by the manufacturer: maihiro Austria has been given the SAP Partner Award over many years as the best partner in the CRM field.

The company has undertaken a great deal for the future. “With the philosophy ‘one maihiro’ in mind, we want to break up national borders even further and cater to customers in various places in the German-speaking world. As a whole company, we have also made it our goal to double our revenue and number of employees over the next five years,” says Matthias Götz. “Even today, we yield a third of our overall revenue in Austria. The biggest challenge here is gaining new employees. The labour market for CRM specialists does not cover demand. This is why we are making major efforts to attract young graduates, among others, to our company and to train the best advisers. The company’s own academy, which was established for this purpose, provides the perfect framework here.”

To support the growth strategy, it is necessary to expand the existing range of services as well as acquiring new customers. ‘Digital transformation’ plays a major role here. Matthias Götz: “Digital transformation means that companies have to continuously communicate with their customers across all available channels. Some of these channels have not yet become sufficiently established in Austrian companies. There is also a lack of awareness of the fundamental change in customer purchasing behaviour as part of digital transformation. maihiro is the perfect companion for companies along the path to optimum and modern digital customer relationship management.”

Digital transformation has even brought a change in customer behaviour for maihiro itself: while contacts used to mainly be the IT departments of large and medium-sized companies, it is now above all the areas of Marketing, Sales and Customer Service that obtain the support from the Customer Engagement and Commerce specialists at maihiro.

A clear focus for the future of maihiro Austria lies on developing new solutions in the Commerce segment in close collaboration with the strategic partner netconomy, as well as SAP.

Images at: <http://www.maihiro.com/de/presse/pressefotos/management/>

About maihiro

maihiro (www.maihiro.com) is a specialist in Customer Relationship Management (CRM), Customer Engagement and Commerce. The consultancy firm looks after its customers with regard to marketing, sales and customer service, right the way through from strategy advice and process optimisation to implementation and application management. The company is the consultancy and implementation partner for SAP. It was founded in 2000 by Bernd Hesse, Uwe May and Mark Roes and today employs over 110 permanent staff at its offices in Berlin, Hamburg, Ismaning near Munich and Vienna. In 2005, under the leadership of Matthias Götz, maihiro established a subsidiary in Austria. In 2014, the consultancy firm received the Top Consultant Award and was recognised as one of the fastest-growing companies when it received the Bavarian business prize for “Bavaria’s Best 50”. In 2015, the consulting company entered the top 10 for the first time in the top 100 competition of the most innovative medium-sized companies. So far, maihiro has successfully completed over 500 CRM projects in various industry sectors across the world.

Further information

Renate Knüfer
KNÜFER PR
Düsseldorfer Str. 6
80804 Munich, Germany
T +49 89 30 777 650
rk@knuefer-pr.de

Anke von Behm
Public Relations
maihiro GmbH
Osterfeldstr. 86

85737 Ismaning, Germany
Tel.: +49 89 89 085-121
anke.von.behm@maihiro.com