

WHAT DOES IT DO?

maiTour is a dynamic tour planner, rooted in SAP Sales Cloud, targeted at companies with sales teams on the road. It enables salespeople to arrange their appointments for the day in a way that is both time and route efficient, and totally aligned with company goals. Salespeople input data about customers and their behavior and maiTour's intelligent automatization system considers variables such as revenue, customer classification and interests before delivering an optimized route.

maiTour is flexible, too, in that salespeople can also edit, customize and enhance the route using geo data to see who is nearby. The app also includes GPS and traffic information enabling sales staff to find the fastest route to their prospect and customers.

The company claims that the app's interface is simple to negotiate and that in many instances a day's preparation can be concluded within three clicks.

WHAT IS THE BENEFIT?

Eva Tabbert, Product Sales Manager of maiHiro, the company that developed maiTour, believes the key advantage for salespeople who use the app is the time they are able to save. "We believe that maiTour can significantly improve the efficiency and effectiveness of salespeople. For example, for a sales team of 100 people who average six visits per day, we think that by switching to maiTour that company can expect to spend a further 800 hours per month with clients. It really means that the time required for preparation for a day's visits is kept to a minimum, enabling salespeople to spend more time actually selling."

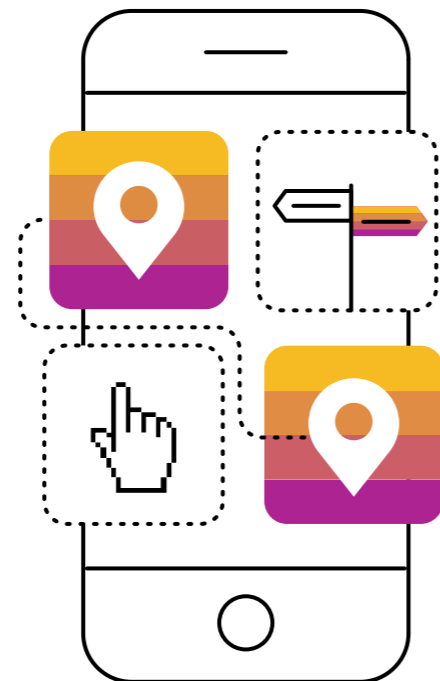
Tabbert also stresses that an increased number of visits, especially when determined by maiTour's intelligent optimization feature, will increase sales and revenue.

WHO'S IT GOOD FOR?

maiTour has largely been deployed by companies with a large number of sales representatives in the field. Tabbert says that the main users of the app so far have been companies that specialize in consumer-goods industries, for example, Henkel, owner of brands such as Loctite and Pritt as one of its higher profile customers.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?

maiTour works with SAP Sales Cloud



WHAT DOES IT DO?

maiCatch is a business-card scanner that has been developed to work seamlessly with SAP Cloud for Customer. It is versatile enough to recognize and store data from a number of formats including analog items, such as paper business cards and event badges, as well as digital ones like email signatures. maiCatch scans the information and stores it in the solution.

Users can take images via their phone camera of a construction sign, for example, and the app will extract the relevant data and store it. The data can be categorized in a number of ways, storing it as leads, contacts or private contacts in SAP Cloud for Customer. Each contact is automatically checked to ensure there are no duplicates. maiCatch also stresses that the app meets the high security standards of the SAP Cloud Platform.

At the current time, maiCatch works with many different languages, with Simplified Chinese and Japanese due to be added shortly.

WHAT IS THE BENEFIT?

Eva Tabbert, Product Sales Manager of maiHiro, the company that developed maiCatch, believes that the key benefit for customers is the time that maiCatch saves. "maiCatch is very simple to use and will save significant amounts of time for busy execs who would otherwise be inputting contact data manually. It is very useful in situations like trade shows and business trips, when the cards can start piling up."

The integration with SAP Cloud for Customer is seamless, and the additional features – such as customization of the contacts, especially the option of adding images and voice memos – means users can create bespoke entries.



WHO'S IT GOOD FOR?

maiCatch has universal appeal in that it is an ideal tool for anyone who uses SAP Cloud for Customer and needs to store contact information. Its ability to quickly capture cards and email signatures makes it especially good for anyone in sales or business development, particularly those in the field.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?

maiCatch currently works with SAP Cloud for Customer. Plans are underway to optimize it to work with SAP Marketing Cloud.