

# “Golden Christmas”: maihiro is made SAP Hybris Gold Partner

**German-Austrian consultancy company receives award for expertise in the fields of marketing, sales, customer service and commerce.**

Munich/Vienna, 12/15/2017 - More qualified consultants, more certified expertise in all matters concerning customer management: The consulting company maihiro based in Ismaning near Munich and Vienna is awarded the Gold status in the partner program of the CRM software provider SAP Hybris. The solutions offered by SAP Hybris, customer management specialists and experts for the digital transition round off the comprehensive corporate software portfolio offered by the Walldorf-based parent company in the field of CRM and commerce. Companies of all sizes and from all sectors systemize and optimize their customer relations with SAP Hybris.

“For us, the Gold Partner status is further proof of the successful work and the wide range of skills that our certified consultants bring to our customer projects”, says Matthias Goetz, CEO of Products & Austria at maihiro, commenting on the new Gold status. “It also shows that we are one of the most influential partners for SAP Hybris in Germany and Austria today.” This is also due to the fact that maihiro is very broadly positioned in the field of customer management: “We offer services in the entire customer engagement and commerce portfolio, ranging from management consultation and process optimization through to implementation and application management.”

According to Götz, the new status also helps increase their visibility on the international stage. “Although we have been leading the CRM consultancy market in Germany and Austria for some time now, we also supply CRM solutions and our own complementary products such as the tour planning software, maiTour, to a growing number of customers outside the German-speaking region of Germany, Austria and Switzerland”.

## **About maihiro**

As a consulting company, maihiro supports companies in targeted customer acquisition and long-term development. As a specialist in customer relationship management (CRM), customer engagement, and commerce, maihiro offers its customers consistent support, ranging from strategy development, design and implementation through to operations, in the fields of marketing, sales, and customer

service. Founded in 2000 by Bernd Hesse, Uwe May, and Mark Roes, the consulting company based in Berlin, Hamburg, Ismaning near Munich, and Vienna today has a team of more than 150 permanent employees. In 2015, maihiro reached the Top 10 in the Top 100 competition for the most innovative medium-sized companies for the first time ever. In June 2016, maihiro was the first SAP partner in the German-speaking region of Germany, Switzerland, and Austria to be awarded the “SAP Recognized Expertise for Sales, Customer Service and Marketing Cloud Solutions.” In 2017, it was awarded the Top Job award for the second time since 2013. To date, maihiro has realized over 1,000 projects for more than 300 customers across the globe. [www.maihiro.com](http://www.maihiro.com)

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