

PRESS RELEASE

The road to “European Champion” with route planning

“maiTour” CRM tool wins SAP HANA® Cloud Platform App Contest

Munich/Vienna, 19 January 2017 - maihiro today announced that its “maiTour” smart route management tool took first place in the Europe-wide SAP HANA® Cloud Platform App Contest 2016. The competition attracted a great deal of interest among SAP partners, as the keen participation proves. maiTour is an add-on for the SAP® Hybris® Cloud for Customer solution. maihiro was presented with its award on January 10, 2017 at the SAP Field Kick-Off Meeting (SAP FKOM) Barcelona. SAP FKOM is an annual event, and one of the Walldorf-based software company’s biggest sales conferences.

“For us, this is a tremendous endorsement of our work,” says maihiro’s managing director Uwe May, who accepted the award in Barcelona together with product manager Timo Simon. With maiTour, maihiro has added a detailed regional sales management functionality to its CRM solution, whereby the software not only links the weekly and monthly scheduling with optimal routes, but also factors in key sales figures, and thereby also optimizes suggestions for sales visits. The tool gives priority to the most promising customer with the greatest likelihood of purchasing and suggests a time- and cost-saving route that also takes into account parameters such as length of visit and preparation time. The user can, of course, also customize all routes and parameters.

To develop its route planner, Munich-based CRM specialist maihiro collaborated closely with geo-software experts from PTV. As a result, maiTour utilizes PTV’s xServer solution – sophisticated developer components that enable the Karlsruhe-based software manufacturer’s geo-management functions to be used for other applications.

The solution from Munich, launched on the market in 2013 and available for use via the cloud since 2016, is used by customers in the consumer goods sector and building materials trade, among other trades and sectors, to facilitate their everyday sales work.

In July 2016, maiTour 1605 achieved SAP certification as built on SAP HANA Cloud Platform. This official certification from SAP, the market leader in enterprise application software, attests to the fact that maiTour 1605 works smoothly with SAP Hybris Cloud for Customer.

It was therefore no surprise to see the experts from Munich presented with an **additional award** in Barcelona: the **SAP MEE Partner Excellence Award 2017** for SAP HANA Cloud Platform. SAP confers this award to partner companies that are particularly successful in the market with their customer-oriented solutions for the SAP HANA platform.

Photo

f.l.t.r.: Mark Roes and Uwe May, Managing Directors maihiro; Rinse Tamsma, SAP Senior Vice President Global Channels & General Business Middle and Eastern; Matthias Götz, Managing Director maihiro Austria; Timo Simon, Manager Sales maihiro

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About maihiro

maihiro 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 optimization to implementation and application management. The company is a consultancy and implementation partner for SAP. It was founded in 2000 and today employs 140 permanent staff at its offices in Berlin, Hamburg, Ismaning near Munich and Vienna. 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. www.maihiro.com

Contact

Anke von Behm
Public Relations
maihiro GmbH
Osterfeldstr. 86
85737 Ismaning near Munich
Germany
Tel.: +49 89/89 085-121
anke.von.behm@maihiro.com
www.maihiro.com