

PRESS RELEASE

Current customer data and information at a click of the mouse

CRM consultancy firm maihiro implements SAP CRM 7.0 at MLP and makes consultants' work easier

***Ismaning near Munich, 31 March 2014* - The CRM experts at maihiro announce the successful introduction of SAP CRM 7.0 at the independent finance and assets consultancy firm MLP. In doing so, the focus was on a clear improvement in user-friendliness for the MLP consultants.**

MLP's project managers had decided to migrate from SAP CRM 5.0 to version 7.0, in order to establish this CRM solution firmly as a central customer data system. This also brings an improvement to the accessibility of the application's range of functions.

"SAP CRM is the heart of our customer data system, and we are using it to increase consultants' achievements and improve customer service," says Udo Lorcyk, team leader of IT for real estate agents and bank applications at MLP.

The new CRM solution excels in modern user interfaces with a high level of personalisation, simple and intuitive usability, faster access to information via a wide range of flexible search functions with the option to save, and a higher acceptance among users.

The project included the following seven work packages:

- Master data on business partners
- Client transfer
- Contact management
- Batch changes to business partners
- Interface/portal integration
- Corrections/User roles
- User interface/Navigation.

The functions of SAP CRM 7.0 facilitate an unbroken procedural chain from gaining information and comfortable administration, to analytical data assessment and systematic quality

management. At MLP, isolated customer processes are now bundled into a continuous information pool and made available via the MLP network, irrespective of location. This is a clear advantage for a consultant who can now access this always-current source of information while meeting with customers.

Uwe May, the manager of maihiro, commented on the successful completion of the project as such: "At MLP, we not only proved once again our expertise in customer relationship management, but were also able to complete yet another project for a long-term client of ours."

About MLP - The leading independent consultancy firm

MLP is the leading independent consultancy firm in Germany. Supported by extensive research, this group gives integral advice to private and company clients as well as institutional investors in all questions relating to economics and finances. The core of their consulting approach is their independence from insurance companies, banks and investment companies. Overall, the MLP group administers assets worth 24.5 billion euro and supports more than 830,000 private clients and 5,000 businesses/employers. The company was founded in 1971 and possesses a full banking licence.

The concept at its founding is still the basis for its business model: long-term advice for academics and other demanding clients in the areas of pension planning, asset management, health, insurance, financing and banking. Private holders of more than five million euro in assets and institutional clients receive a wide range of services in asset advisement and administration, as well as economic forecasts and ratings through the subsidiary, Feri Group. For companies, MLP offers independent consulting and conceptualisation in all topic areas relating to company pension plans and salaries as well as asset and risk management - supported by MLP subsidiary TPC.

About maihiro

maihiro (www.maihiro.com) 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. Established in 2000 by Bernd Hesse, Uwe May and Mark Roes, the management consultancy firm based in Ismaning near Munich, Hamburg and Vienna today employs more than 100 permanent staff. In 2005, under the direction of Matthias Götz, maihiro established a subsidiary in Austria. In 2013 this consultancy firm was awarded the IT innovation prize in the CRM category and also received the employer award "Top Job". maihiro has now completed more than 400 CRM projects in various industries worldwide.

Further information

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