



PRESS RELEASE

Werner & Mertz mobilises sales with maihiro

CRM solution for sales management and sales field service support using an iPad

Ismaning, near Munich, 11 December 2012 – Werner & Mertz GmbH, known for its Frosch, Erdal and emsal brands, is relying on CRM consultation specialists maihiro for the optimisation and system support of its sales processes.

Werner & Mertz are specialists in the cleaning, care and maintenance sectors, supplying products for large-scale consumers and end users. Their objective is to support sales with a modern and user-friendly mobile CRM solution, and to thereby make users more enthusiastic about the system.

“There were many reasons for choosing maihiro as our consultation partner: their proven CRM expertise and many years of experience in the consumer goods industry, their provision of solutions tailored to our specific requirements such as maiConnect for integration into Outlook, their route planning package, and the 'CRM to Go' best practice consultation package”, says Michael Moser, Head of IT at Werner & Mertz GmbH.

This long-established company was founded in 1867. Its headquarters, product development and supply, marketing, management and logistics departments are all located in Mainz. Along with an Austrian subsidiary, it has additional sales companies in France, Spain, Benelux, Poland and Italy. Werner & Mertz also has global partnerships with exclusive distribution, joint ventures and cooperative projects.

The primary focus of the CRM project is to incorporate the functions currently used by the field sales team into an online user interface. The mobile application is intended to provide particular support for sales processes that also have to be available offline. In addition to providing support for the field sales team, it will also facilitate better integration of other user groups such as marketing, office-based personnel and key account management into the system-based processes. Networking innovative technologies and optimising processes should minimise double counting and reduce process throughput times. A value-oriented sales management system will allow the Werner & Mertz field sales team to spend more time with the right customer. The new solution will enable field sales employees to record new orders more easily



and better monitor distribution of articles to their markets, with the help of activity reports and surveys.

In terms of technology, SAP CRM 7.0 will replace SAP CRM 4.0 and the old SAP CRM Mobile Sales System. The system replacement will also involve a deeper integration into the existing SAP system landscape, creating a basis for improved analyses. The mobile components of the new CRM solution are based on the Sybase Unwired Platform and the Retail Execution App, a SAP application for iPad and iPhone. Optimised visiting schedules and documentation will also be incorporated, including route visualisation, geocoding, and corridor search. The solution for intelligent visit tour planning has been developed by maihiro in conjunction with ParCon and is based on the PTV Group's logic and map materials. The project team will also implement the maiConnect Groupware integration for Microsoft Outlook developed by the CRM specialists.

It is planned that approximately 120 office-based and field sales staff will be using the new solution from March 2013. There are plans for a rollout in other European countries.

About maihiro

maihiro 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 and Microsoft. Established in 2000 by Bernd Hesse, Uwe May and Mark Roes, the management consultancy firm based in Hamburg, Ismaning near Munich and Vienna today employs more than 80 staff. In 2005, under the direction of Matthias Götz, maihiro established a subsidiary in Austria, and maihiro business analytics GmbH followed in July 2011. In 2010, the consultancy firm was awarded the "Top 100" quality seal in recognition of its status as one of the most innovative medium-sized companies in the country, and 2011 saw its nomination for the IT innovation prize in the CRM category. maihiro provides consultancy services worldwide for companies from different sectors including 1&1 Internet AG, Audi, Bank für Sozialwirtschaft, eCircle, Europapier, Henkel, Merz Pharmaceuticals, Sabio, Styria Media Group and the Hoffmann Group.

Further information

Anke Korf
Public Relations
Tel.: +49 89 89 085 121
Mobile: +49 175 165 0 279
anke.korf@maihiro.com
www.maihiro.com

maihiro GmbH
Osterfeldstraße 86
85737 Ismaning near Munich