

PRESS RELEASE

## **A successful partnership: maihiro and DEG**

**The CRM experts from maihiro have supported the development of a modern IT infrastructure for ten years**

***Ismaning near Munich, 11 November 2014* – The consultancy firm maihiro has supported the development finance institution DEG–Deutsche Investitions- und Entwicklungsgesellschaft mbH in Cologne for over ten years and in their role as a competent partner, ensuring the successful implementation of CRM operations and the constant further development of the CRM system. SAP CRM is currently the main application for supporting initiation and approval processes for financing operations at DEG.**

The use of SAP CRM ensures high efficiency in the processing of possible financing operations. This makes it possible to electronically map the entire approval process in the system as part of project initiation. Paper files and written signatures are no longer necessary. A structured release management guarantees the successful, long-term further development of the CRM strategy and CRM systems. It has also been possible to significantly reduce IT costs through the implementation and further development of SAP CRM.

The initial aim of the collaboration was to find a solution to provide IT support for structuring, processing and testing DEG-specific financing operations in the existing business and among new clients. There has been a significant reduction in manual process steps as a result of complete SAP CRM system support and management. What is more, business processes for approval procedures and the integration into electronic files have been fully automated.

In order to carry out financing projects in a more transparent manner, an extensive reporting tool has been implemented and the integration of SAP Core Banking, SAP CRM and SAP BW has been driven forward. The development of an extensive reporting system now ensures that complex financing operations can be handled securely.

A further task was coordinating the business departments and the IT organisation with the conception of technical requirements and the closing of process gaps. DEG now has its own

CRM coordination point, which organises, prioritises and professionally processes all operations and functions as a link to the IT department.

“The next step in our successful and long-term collaboration will be to further develop the IT landscape, and integrate real-time analyses and Hana,” emphasises Uwe May, Managing Director of maihiro GmbH.

## **About maihiro**

maihiro ([www.maihiro.com](http://www.maihiro.com)) is a specialist in Customer Relationship Management (CRM) und Business Analytics. Our consultancy supports clients in marketing, sales and service right through from advice on strategy, through process optimisation to implementation and management. The company is a consulting and implementation partner to SAP. Founded by Bernd Hesse, Uwe May and Mark Roes in 2000, today the consultancy employs over 100 permanent staff in its offices in Ismaning (near Munich), Hamburg and Vienna. In 2005 maihiro established a subsidiary in Austria under Matthias Götz. In 2013 the consultancy was awarded the IT Prize for Innovation in the CRM category and received the Top Job award for employers. In 2014 maihiro was awarded the Top 100 Seal of Excellence for Innovation. To date, maihiro has successfully completed 500 CRM projects globally.

## **Further information**

Renate Knüfer  
KNÜFER PR  
Düsseldorfer Str. 6  
80804 Munich  
T +49 89 30 777 650  
[rk@knuefer-pr.de](mailto:rk@knuefer-pr.de)

Anke von Behm  
Public Relations  
maihiro GmbH  
Osterfeldstr. 86  
85737 Ismaning near Munich  
Tel.: +49 89/89 085-121  
[anke.von.behm@maihiro.com](mailto:anke.von.behm@maihiro.com)