

PRESS RELEASE

## **maihiro implements a new CRM solution for confectionery manufacturer Storck**

**'CRM to Go' for the consumer goods industry integrates iPads for outside sales**

***Ismaning near Munich, 25 November 2014* – The CRM specialists from maihiro have provided a particularly good example of the quick and successful implementation of a software solution in their collaboration with the confectionery manufacturer Storck. As part of this solution, 'CRM to Go' supports processes specific to the consumer industry in the day-to-day operations of outside sales, key account management and distribution, and links them to internal sales and marketing. What is more, the use of iPads in field organisation facilitates and simplifies the work on location.**

The world-renowned confectionery manufacturer Storck, whose brands include 'Toffifee', 'nimm2', 'Dickmann's' and 'Werther's Original', has decided to replace its current system with SAP CRM and provide its outside sales team with modern equipment. The CRM experts from maihiro started the implementation process in October 2013 and the essential implementation work was successfully completed by the start of this year. Following a successful test and integration phase, users are now operating the new solution.

The industry-specific consultancy and implementation package 'CRM to Go' has also been called into action as part of the solution. It contains project preparation, analysis and implementation components and is technologically based on SAP CRM in conjunction with SAP Retail Execution. The industry-specific package features a process tailor-made for the consumer goods industry that contains complex order integration scenarios and works together with the client to meet their specific requirements. There is also the option of expanding the package to include additional services in the areas of customer value analysis, CRM guiding principles, training, integration and data migration.

'CRM to Go' enables route planning and daily planning as well as visit preparation and post-processing, customer and area analysis, travel costs and expense management, tour planning and weekly planning, and the production of activity reports with visitor documentation. In addition to generating market analyses, there are also plans to present promotions.

“As a cost-effective and quick-to-implement package, ‘CRM to Go’ is a very interesting prospect for certain industries. Our expertise has given us a decisive competitive advantage,” remarks 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**

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