

## PRESS RELEASE

### **The best of both worlds**

**Supported by PTV Group, maihiro designed an SAP®-certified tool for strategic appointment and visit planning and sales force optimisation in the field**

***Karlsruhe, Munich, 21/11/2016. A tool for strategic and functional appointment and visit planning and sales force optimisation, conveniently integrated into SAP® Hybris Cloud for Customer – these are the highlights of maiTour. The solution, developed by CRM specialist maihiro, is based on developer components from the PTV Group, the PTV xServers, and the SAP HANA Cloud Platform (HCP). Intelligent sales force planning with geo-optimisation components is now a reality – and has been certified for use in the SAP environment.***

#### **Innovation with geo-optimisation**

The PTV Group delivers the technology: with PTV xServer, the team at maihiro was able to integrate the mapping, routing and geocoding components directly into the new solution. Furthermore, over and above the usual map display, the sales force's trips can be calculated, planned and optimised. And the whole solution is certified for, and embedded in, SAP Hybris Cloud for Customer: with the official certificate "SAP® Certified Built on SAP HANA® Cloud Platform", Europe's largest software manufacturer confirms that maiTour works perfectly with Cloud CRM solutions from SAP. The certification process ensures that third-party software runs optimally with SAP products.

#### **A genuine USP – in the cloud**

Axel Koch, Sales Manager at PTV Group, is delighted about the successful collaboration: "In this case, the best of two companies' areas of expertise has come together: maihiro's CRM expertise and the functionality of our developer components, which extends far beyond simple map displays. With this and the certification for use in SAP Hybris Cloud for Customer, we have created a solution with a real USP. Furthermore, this commercial break into the promising world of CRM at SAP is an important step for us and our geomanagement solutions."

#### **Created through customer engagement**

The tool has passed the practical test. Several hundred users in the sectors of consumer goods manufacturing and construction supply are already benefitting from this solution. "Strategically too, it has been a significant and positive decision to increase our collaboration with the PTV Group,"

explains Timo Simon, Sales & Business Development Manager at maihiro. "With maiTour, we've created a special tool for our customers. Because, due to the masses of data that we generate, it is getting more and more important to combine trip planning with visiting the right customers." And the user can quickly access predefined processes and other functions. He or she can view all data at a glance – at any time, on any end device.

### From the strategy to the field

This new development fits a modern understanding of how a sales force is organised: to be able to actively respond out in the field and make efficient use of visiting time with customers. Operational organisation generally comes after strategic planning – the area in which the PTV Group's tried-and-tested geomanagement tools are used. Koch emphasises: "For maiTour, both companies' expertise came together. We are using it to support the operational sales representatives in the field, integrated for the first time into the SAP environment. With our geomanagement solution PTV Map&Market, we also cover the strategic framework – everything up to location planning and competition analysis."

### Image:



Detailed information:  
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**PTV. The Mind of Movement**

PTV Group plans and optimises everything that moves people and goods worldwide – be it transport routes, distribution structures or private and public transport. The company offers software, data, content, consulting and research. Thanks to expert knowledge in traffic and transport planning, PTV occupies a unique position.

Environmentally-compatible and cost-effective mobility requires finely-tuned coordination of flows of traffic and goods, so that people and products can reach their destinations safely and efficiently. The focus here is on road safety, climate protection and future-proof mobility concepts. PTV solutions in transport logistics, traffic planning and traffic management help to achieve this, even in real time.

In the Logistics business field, PTV's portfolio ranges from software for scheduling transport routes and trips to distribution planning and fleet management, including truck navigation and parking. A special online service provides real-time transparency during the transport process and across the entire supply chain. In the Traffic business field, PTV offers software, data and scientific techniques for modelling and simulating traffic networks. This helps traffic and city planners in over 120 countries to organise optimal traffic flow.

PTV's headquarters have been located in Karlsruhe – a centre of innovation and development – since the company was founded in 1979. Around 700 employees around the world are working on powerful solutions for public administration, government departments, trade and industry.

The German company PTV Planung Transport Verkehr AG is a member of PTV Group. [www.ptvgroup.com](http://www.ptvgroup.com)

**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](http://www.maihiro.com).