

How to Make the Sales Revolution a Success – Taking a Global Digital Approach

From industry to wholesale to agriculture, customers from many sectors rely on chemicals and pharmaceuticals from Kwizda. The conglomerate has seven business units, each with its own sales processes, ranging from face-to-face meetings to an online portal. The previous CRM system Kwizda was using did not support the company's processes sufficiently. CIO Martin Buresch decided it was time to act and brought the business' sales processes into the digital age.

SAP® Hybris® Sales Cloud, implemented by SAP partner maihiro, forms the core of the new digital strategy. With the integrated solutions, sales employees have access to real-time customer information, whether that be contract details or existing orders. The availability of products is always transparent, and new data can easily be entered on the go via smartphones or tablets. All of this helps ease the workload of the internal sales team. Above all, customers are delighted with the increased trust in their collaboration with Kwizda – all around the world.



“Our global customer relationships are built on reliable consulting and **top-class service**. That’s why we now provide live data to our sales team via mobile devices.”

Martin Buresch, CIO, Kwizda Holding GmbH

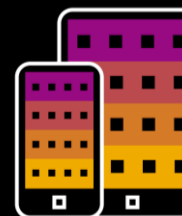
From conventional CRM to an integrated solution: with SAP® Hybris® Sales Cloud, the Kwizda sales team always has reliable customer information at hand. Anywhere in the world.



4
months to go live



7
business units will use the solution in the future



Mobile
data access and ability to edit data, supporting agile global business

Mobile Sales Support with SAP® Hybris® Sales Cloud

Kwizda Holding GmbH
Vienna, Austria
www.kwizda.at [German only]

Industry
Chemicals

Products and Services
Pharmaceuticals, medicine,
crop protection, roofing and
waterproofing systems

Employees
1,200 (2015)

Revenue
€856 million (2015)

SAP Solutions
SAP Hybris Sales Cloud

Austrian conglomerate Kwizda took its sales to a new level with maihiro and SAP® Hybris® Sales Cloud. The availability of mobile data leads to even closer and more trusting relationships with customers.

Before: Challenges and Opportunities

- Customer data distributed over several systems
- Information not available on mobile devices
- Data on customers, purchased products, requests, and sales discussions were not systematically recorded

Why SAP and maihiro

- All necessary functions are already included in the standard product
- The solution can be customized
- maihiro is an experienced CRM consultant and implementation partner

After: Value-Driven Results

- Data on customers, orders, revenue, product availability, etc. can be accessed and entered at any time
- Unified overview of every customer across every touchpoint
- Better customer consulting even in face-to-face meetings
- Employees embraced the easy-to-use solution immediately
- Significantly more efficient sales process
- Solid basis for future omnichannel strategy laid out

**„We now strengthen our customer relationships
with reliable live data.”**

Martin Buresch, CIO, Kwizda Holding GmbH



SAP Hybris 

Featured partner

maihiro 

4

Months to go live



Kwizda: The right chemistry with
customers – on every channel..

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