

HAIMER GmbH

PisaSales CRM Case Study



“ HAIMER sees digitalization and the intelligent networking of machines and processes as one of the most important future success factors. We already offer our customers complete data consistency with our products. As a system provider, we can provide all products related to machine tools – including data transfer and bidirectional data exchange on machine tools or programming systems. But we also rely fully on digital technologies in our customer data management and in the continuous improvement of our customer-centric processes. Thus, digitalization is not only moving into production, but also into sales, marketing and service. PisaSales is the central building block in this.



Christian Hörold, Head of Inside Sales Europe & CRM, HAIMER



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HAIMER

HAIMER is a family-run, medium-sized company in Igenhausen, Germany. It develops, manufactures and sells innovative, high-precision metal cutting products for the automotive, aerospace, energy, rail transport and general mechanical engineering sectors, among others.

The product range includes a wide variety of tool holders in all common interfaces and lengths, cutting tools made of solid carbide, machines for shrink-fit and balancing technologies, as well as 3D measuring devices and tool presetting devices. Of the approximately 800 employees worldwide, about 500 work at the production site in Igenhausen, using the most modern machinery and a very high degree of automation in a very wide vertical range of manufacturing.

Top Facts



Sector Mechanical engineering



Company size
800 employees



Branches 17



Headquarters
Igenhausen, Germany



More Information at:
www.haimer.com

The CRM Project at HAIMER

The Most Important Facts at a Glance



Introduction: 2020

Operational model: PisaSales CRM purchasing solution

Database: Microsoft SQL

Mobile use: Tablets, mobile phones & notebooks

Principal areas of use: Sales, marketing, service



Rationale for Choosing PisaSales CRM

- Best functional coverage across all areas (marketing, sales and service)
- High flexibility and very good future viability of the software
- Mature and unique apps on the market for mobile devices (in this case tablets and mobile phones)
- Orientation to international use already “built-in”
- Comprehensive customizing capability of the system
- Adaptability to the existing IT landscape



“Before” – Challenges & Opportunities

- The marketing, sales, and service departments were to be equipped with a central software system in order to digitalize processes
- Up until that point, there had been no process consistency in customer-facing departments; this was to be changed by means of a common work platform
- In particular, communication between the in-house and field services was to be significantly improved by a new communication medium

The CRM Project at HAIMER

The Most Important Facts at a Glance



“After” – Results with Added Value

- In 2020, approximately 310 employees were working with the system
- PisaSales CMR is used from Germany, France, Great Britain, Italy, Spain, the Netherlands, Poland, Czech Republic, Turkey, USA, China, Japan and other countries
- This significantly improves collaboration and communication not only across departments but also across locations
- The sales department makes extensive use of the tablet app and is thus able to obtain information and work while on the road – even if there is occasionally no access to the internet
- As well as sales visit reports, trade show calls are recorded on site and transmitted to the locations for further processing and analysis
- Thanks to its deep integration into the existing IT system landscape, information flows are not interrupted and there is no need to switch between applications

The CRM Project at HAIMER

Integration & Customizing

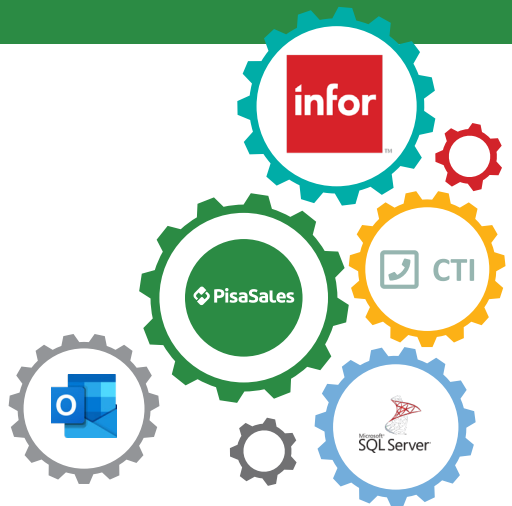


Integration

ERP: Infor LN

Email software: Outlook Exchange

Telephone system: Siemens HiPath





Customizing

- Adaptation of the access concept so that field staff can only see their own data.
- Pre-assignment of customer-specific data in visit reports so that information that has already been recorded does not have to be recorded again. This incorporates machinery data, which is stored at the companies and automatically supplemented with relevant information by filling in visit reports.
- Additional fields for entering contact names in local characters (Korean, Japanese and Chinese), so that employees from the corresponding branches can also manage their own contacts in non-Latin characters as well.

250+

Customers

Used in 50+

Countries

150+

Employees

30+

Years of Innovation

The JustRelate Advantage

- More than 150 highly qualified experts
- Deep understanding of marketing, sales and service
- Pioneers of the internet and web
- 250+ active enterprise customers
- 100k+ active users
- State-of-the-art technology
- Innovative full-service stack
- Agile project realization
- Based in the heart of Europe, used worldwide

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