

SALESFORCE DRIVES HOFFMANN + KRIPPNER'S BUSINESS FORWARD



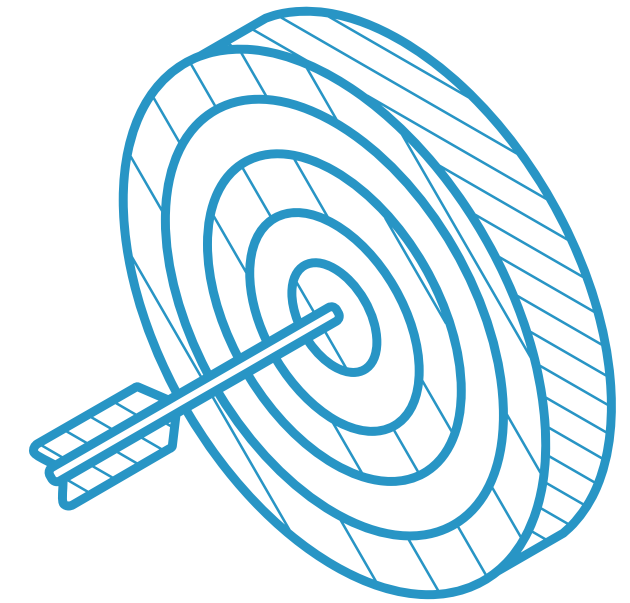
Hoffmann + Krippner

Hoffmann + Krippner is a German producer of high-end products such as membrane switches, potentiometers, sensors, or medical keyboards.



CHALLENGES H+K WAS FACING IN EVERYDAY WORK:

- # **no reliable, fully customizable CRM** to manage a complex product tree;
- # **no connection between separate departments;**
- # **siloes data** within different systems;
- # **insufficient transparency of sales processes.**



PROJECT SCOPE:

- # **Sales Cloud** advisory and implementation;
- # **Pardot** advisory and implementation;
- # **integrations** with Infor ERO, ELO CMS and MS Outlook;
- # **customized solutions for Project Management and Procurement;**
- # **constant Support & Development.**



KEY BENEFITS FOR H+K:

- # full transparency of sales processes;**
- # efficient CRM adjusted to the customer's needs;**
- # instant reporting;**
- # integration with ERP & mailbox;**
- # elimination of unnecessary spreadsheets & siloed data;**
- # streamlined communication.**



“It's hard to **find reliable partners** for our digitization strategy, with a **hands-on approach** and the **resources, flexibility, and expertise needed.**”

Clouidity is an excellent partner in consulting and implementing **company-wide processes** covering the whole IT infrastructure.”

Ralf Krippner

CEO at Hoffmann + Krippner