

CLOSING THE GAP BETWEEN MARKETING AND SALES

SAP Marketing Cloud at PILLER



Customer

- Piller Blowers & Compressors GmbH
- Year of foundation: 1909
- Headquarter: Moringen
- 380 employees worldwide

Industry

- Mechanical engineering

Challenge

In order to also make the digital customer journey consistent, PILLER searched for a suitable marketing automation software. The solution was to be optimally integrated into the existing SAP landscape and the gap between marketing and sales closed.

Solution

- SAP Marketing Cloud
- Integration into the SAP landscape (SAP S/4HANA, SAP Service Cloud, SAP Sales Cloud)

Benefits

The PILLER marketing team now uses the campaign management based on real-time data as well as the personalized targeting with dynamic customer profiles across all channels. Lead management functions ensure a transparent connection between marketing and sales. As a consequence, the digital customer journey can be designed in a consistent and transparent manner.

Today, customers inform themselves via many different channels before making decisions. The greatest challenge in the digital age is therefore to address each customer with the right content at the right moment of the customer journey. Marketing campaigns with personalized targeting and marketing automation are therefore becoming indispensable for companies. Piller Blowers & Compressors GmbH, the German manufacturer of customer-specific high-performance blowers and compressors, also wanted to automate its lead generation and found the optimal solution by using SAP Marketing Cloud.

Whether B2C or B2B - today, customers use all digital options before making purchasing decisions. For companies, this means that they have to prepare their content in a media-appropriate and user-friendly way, but also that they have to present a consistent image on all channels. The touchpoints with the brand should be convincing and personalized. These requirements have been reinforced, especially since direct contact was reduced to a minimum by the pandemic.

"It is important to us that we get to know our customers' needs better, can address everyone individually and with a precise fit, and can also respond in real time."

Luisa Bükér,
Digital Marketing Manager and
Project Management SAP Marketing Cloud



Personalized customer contact even without trade fairs

Piller Blowers & Compressors GmbH based in Moringen, Lower Saxony, is one of the technology leaders in the field of customer-specific high-per-

formance blowers and compressors for the process industry. The company employs 380 people worldwide in own branch offices and agencies. 85 percent of the products are shipped abroad. The participation in international trade fairs and the personal exchange with the sales prospects and customers have been playing a major role for the company with more than 100 years of tradition. When this important meeting place suddenly disappeared in 2020, the marketing department in particular asked itself the question: “How can we best stay in touch with our customers and how can we communicate with the contacts the way they want to?” explains Luisa Büker, Digital Marketing Manager and Project Manager SAP Marketing Cloud at PILLER.

When the SAP S/4HANA ERP system was implemented at the mechanical engineer, PILLER initially focused on optimizing sales and distribution and customer service with the integration of SAP Sales Cloud and SAP Service Cloud. The seamless mapping of the lead generation and qualification process by the marketing department along the customer journey was missing first. It quickly became clear that an extension tool was needed for professional lead and campaign management. “It is important to us that we get to know our customers’ needs better, can address everyone individually and with a precise fit, and can also respond in real time. Data protection also plays a major role here,” says Mrs. Büker.

Integration of the marketing tool into the existing software landscape

The choice fell on SAP Marketing Cloud, which, in addition to marketing automation, also enables marketing and campaign planning as well as the creation of analyses. “It was clear that

the new tool had to be suitable for the existing software landscape. Because PILLER already uses a broad SAP product portfolio, SAP Marketing Cloud was the obvious choice to seamlessly automate the lead-to-cash process,” says Tobias Schneider, Senior Consultant SAP Marketing Cloud at FIS Informationssysteme und Consulting GmbH, which implemented the solution. The FIS experience in integration scenarios was a great advantage in this project and a decisive factor for the cooperation.

From kick-off in March 2021 to go-live at the end of July, only a few, but very labor-intensive months passed. “The Marketing Cloud was not supposed to be a stand-alone solution, but to be connected to the existing solutions from SAP, Sales Cloud and Service Cloud, which use the same master data and exchange information transparently via the interface,” Frank Münzner from the PILLER IT Applications team explains the concept. It was helpful for the rapid implementation that PILLER followed the SAP standard version. The FIS team only adjusted the cloud software for PILLER when the company selectively needed individual functions that were not provided for in the SAP

“FIS has shown us time and again how beneficial it is to stay close to the standard version, so we can work efficiently and agilely in the long term. In addition, we benefited from FIS’ many years of project and integration experience. It really was a top performance.”

Frank Münzner,
IT Applications





standard version. The project partners were enthusiastic about the smooth and solution-oriented cooperation.

Next steps: multilingualism, social media and extended lead management

After key user training and the subsequent train-the-trainer model, the marketing team was quickly able to use all active functions of SAP Marketing Cloud. In addition to powerful campaign management based on real-time data, this also includes a personalized approach with dynamic customer profiles across all channels. Lead management functions create a transparent connection between marketing and sales. Thanks to detailed analyses, decisions can be made on the basis of data. The management of marketing consents, (such as newsletter subscriptions), which is regulated by the EU-GDPR, is also mapped automatically and in compliance with the law with SAP Marketing Cloud.

“As we work with the marketing cloud, we keep finding new points that we still want to implement,” says Mrs. Büker. This is why further process steps are planned as of October 2021. “Right now, we are only using a small part of what is possible with the system. In the next step, we would like to use the multilingualism of the marketing solution, for instance, as well as the interaction via social media,” explains Mrs. Büker the further steps.

With the marketing solution from SAP, PILLER was able to close the gap between marketing and sales. Lead generation

and qualification are controlled across channels and interactions of prospective customers or customers evaluated in real-time. A decisive step for the digital transformation of the company.

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Reach prospective customers at each point of the customer journey with SAP Marketing Cloud

Especially in times when personal contact can only take place to a very limited extent due to restrictions, companies are challenged to maintain communication with sales prospects and customers via other channels. With appropriate marketing tools, the path along the customer journey can be placed in the focus of marketing activities, as with SAP Marketing Cloud at PILLER. Through professional campaign management, e-mail marketing and marketing automation, companies reach sales prospects at every point of the customer journey – and with an individual approach to each customer.



Piller Blowers & Compressors GmbH

PILLER is a well-known and successful manufacturer of high-performance blowers and compressors for the process industry.

With customer-specific solutions at a high technical level, PILLER meets the special requirements of various industries, e.g. refineries, petrochemicals, chemicals, industrial furnace construction, general plant engineering, power plants and wastewater treatment. With 380 employees worldwide, own branch offices and agencies, PILLER ships 85 percent of its products abroad.



TOGETHER WE ARE STRONG

Together, Medienwerft and FIS - two companies of the FIS group and certified SAP partners – cover the entire range of SAP Customer Experience. They offer the all-in-one package for marketing, sales and distribution, service and e-commerce: from consulting, conception and design to technical implementation.

FIS Informationssysteme und Consulting GmbH is the roof of the FIS Group. FIS mainly focuses on individual SAP consulting and the execution of SAP projects. In the area of Customer Experience, FIS is the expert for SAP processes and their technical integration.

Medienwerft GmbH is one of the most experienced internet agencies in Germany. Its core competence is the development of e-commerce applications and digital communication concepts for brands. This makes Medienwerft an expert for UX design, e-branding and web shops.

Together, FIS and Medienwerft are strong partners for SAP and Customer Experience.

MEDIENWERFT GMBH

Wendenstraße 130
20537 Hamburg
Tel.: +49 40 31 / 77 99 - 0



info@medienwerft.de
www.medienwerft.de/en

FIS INFORMATIONSSYSTEME UND CONSULTING GMBH

Röthleiner Weg 1
97506 Grafenrheinfeld
Tel.: +49 97 23 / 91 88 - 0



info@fis-gmbh.de
www.fis-gmbh.de/en