



EVALANCHE AND SAP C4C IN HARMONY: HOW KRAUSSMAFFEI IMPLEMENTS GLOBAL MARKETING AUTOMATION

For KraussMaffei, a traditional machine manufacturer in the field of plastics and rubber processing, the CRM system SAP Cloud for Customer (SAP C4C) is the corporate memory of all customer data and processes. In order to capture leads automatically and to further professionalise customer communication, KraussMaffei has linked its marketing automation tool Evalanche to the CRM system. Since the implementation of global and integrated marketing automation, the machine manufacturer has benefited from a refined customer approach and optimised lead management, so that it no longer misses a prospective customer.

The KraussMaffei Group GmbH, headquartered in Munich, is one of the world's leading manufacturers of machines and systems for the production and processing of plastics and rubber. Founded in 1838 as Eisenwerk Hirschau, today the company's range of services includes all technologies in injection moulding, extrusion, and reaction processing. Worldwide KraussMaffei employs around 4,700 people in more than 30 subsidiaries and 16 production facilities. Together with its 570 trade and service partners, the Group serves companies in the automotive, packaging, medical and construction industries as well as manufacturers of electrical and electronic products as well as household appliances.

PROJECT FACTS

Industry:

Plant and mechanical engineering

Company:

KraussMaffei Group GmbH

Company size:

4.700 employees

Project focus:

Lead Management, Marketing Automation, Sales Support

Systems involved:

Evalanche, SAP C4C, goAhead App, trade fair lead app from entergon, website

Highlights:

Integration capability of Evalanche in SAP landscape

Objectives:

Automated lead transfer, advancing marketing automation, further professionalise event and customer communication

Challenge:

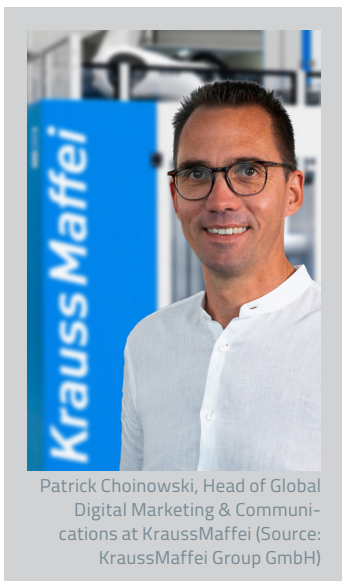
Linking Evalanche and SAP C4C (internal convincing and tight schedule)

Results:

Automated lead capture and handover, optimisation of processes and lead management, refined customer approach and more qualified contacts



THE INITIAL SITUATION



„We have been using Evalanche since 2016,” explains Patrick Choinowski, Head of Global Digital Marketing & Communications at KraussMaffei. „At that time, we pursued the goal of professionalising and automating our customer communication. We reached this goal and implemented a consistent, global customer communication. Since then, our next big goal has been to address (prospective) customers even more precisely and to drive our marketing automation forward.” But just as the goals change, so do the technologies. For example, in the course of converting the CRM system to SAP C4C, an automated interface to Evalanche ought to be implemented.

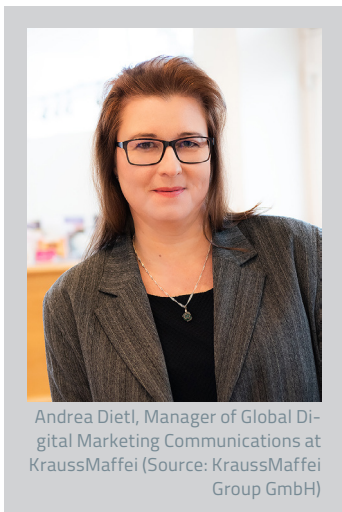
Smooth cooperation and trust pay off

„We had to weigh out whether we should stick with Evalanche or fully rely on SAP systems,” explains Patrick Choinowski. „In doing so, we could not only rely on hard facts alone to base such an important decision on. Good cooperation and the trust that has been built up over the years are just as worthy. Further, our points of contact at Evalanche are always there to help us if we have any questions. „

THE REQUIREMENTS

„What we appreciate about Evalanche, apart from the comprehensive support, are the numerous features and the fact that it is a German manufacturer,” emphasises Patrick Choinowski. For the machine manufacturer, it is important that the tool’s servers are located in Germany, that the solution is DSGVO-compliant and that there is the option of an interface to the SAP CRM C4C used. In addition, in 2016 it played a central role for KraussMaffei for the selection process that the marketing automation tool can be used intuitively, has globally applicable templates including corporate CI, has sophisticated tracking and reporting, and allows target groups to be addressed granularly. In order to continue using Evalanche in its entirety and to advance the marketing automation, among other things, the tool had to be integrated into the new SAP environment.

THE IMPLEMENTATION



For the whole process KraussMaffei had set itself a tight schedule. The integration was to start in October 2021 and be completed by the end of March 2022. „In fact, everything went so smoothly that we were already able to go live in mid-February,” praises Andrea Dietl, Manager of Global Digital Marketing Communications at KraussMaffei. C4C still has data sovereignty, which means that the core customer data cannot be overwritten from Evalanche. But the marketing automation tool is the central platform for DSGVO-compliant customer communication. The website, event platform and goAhead app are connected via the API.



SUCCESS STORY

EVALANCHE'S INTEGRATION CAPACITY

In order to be capable to quickly react to market developments and changing customer needs, flexible solutions are required that can be integrated easily into existing IT system environments. This requirement is met by Evalanche: the marketing automation tool can be linked to numerous CRM, CMS, PIM, MAM, e-commerce and analytics systems via a highly flexible API, powerful connectors or middleware – even in complex SAP environments. Since Evalanche is seamlessly integrated with the respective third-party system, data can be synchronised in real time – which is a significant success factor for automating marketing and sales processes in a targeted manner.



Sales-ready or not? Automated lead transfer

The contact form on the website is also directly linked to Evalanche and SAP C4C. This means that if a prospective customer makes a product or service enquiry via the web form, their data is transferred directly to the CRM and automatically assigned to the relevant sales employee. In addition, the prospective customer can register for the newsletter via the form. Once this selection has been made, the double opt-in (DOI) process is automatically triggered in Evalanche. „Currently, we are working on a final lead scoring process,” explains Andrea Dietl. „We already have numerous ideas on how to enrich the contacts. We will implement this in the next phases.”

Professional event communication

In the past Evalanche has already paid off when it comes to event communication – whether for on-site or online events. During the Covid19-pandemic, for example, KraussMaffei already held digital events, which were accompanied by marketing automation campaigns. The events were promoted both via mailings to existing contacts as well as on all social media channels. Registration was handled digitally with a form on the website. One day before the event, the participants received a personalised participation link. After the event, a thank-you email and an email with the recording followed. Those who registered but ultimately did not attend, received a separate email. In both cases, a profile change was stored in Evalanche. KraussMaffei focused on further enriching or nurturing the profiles of those who were actually interested via special mailings. For on-site events such as congresses and trade fairs, the machine manufacturer uses its goAhead app, which not only provides visitors with insights into KraussMaffei's diverse range of topics, but also allows them to register for a booth visit. Further, thanks to the interface, sales staff can now see their customers' registration status directly in the C4C.

Next Level Lead Acquisition

On this basis, KraussMaffei wants to take its lead capture at on-site trade fairs and events to a whole new level. To reach this goal, the machine manufacturer is using the trade fair lead app from Evalanche Gold partner entergon, which makes it effortless to capture leads. For example, if a prospective customer is at the trade fair stand, the sales employee can digitally scan their business card. This is followed by a DOI query and a short list of questions to evaluate which topics the person is interested in (via multiple choice). Once the sales representative has entered this information, it is directly transferred from Evalanche to C4C when the sales are ready. In this way, no leads are lost at trade fairs and they can be easily processed after the event.



Save energy and money

Dear Mr. Mustermann,

Electricity is expensive, polymers are scarce - carbon dioxide, on the other hand, is too abundant. But often small measures are sufficient to use energy and raw materials efficiently.

We will show you various solutions that you can use to optimize your production with little effort.

You will see: Investing in an individually tailored package of measures pays off - for your company and for the environment.

BluePower servo drive



Save electricity sensibly

The BluePower servo drive on the KraussMaffei injection molding machines ensures that only as much energy is consumed as is actually needed. Our calculation example shows: This saves money and reduces the CO₂ footprint.

[Go to the calculation example](#)

WEEKLY TIMER

No machine downtime and lower energy costs



With the Weekly Timer, important functions are preset. This ensures that everything is ready for the start of production and your injection molding machines do not stand still unnecessarily. The Weekly Timer is already integrated in the NCX machine control system. But older models can also be retrofitted - and thus save energy.

[Start now](#)

ECONAC

40 percent less energy consumption in injection molding



The Econac insulation tapes reduce the warm-up time and ensure a stable temperature profile. Our calculation example shows: This is how you can save energy and the investment in insulation tapes pays for itself after only a short time.

[Go to the calculation example](#)

Newsletter on energy costs and how to save them. (Source: KraussMaffei Group GmbH)



SUCCESS STORY

THE ADVANTAGES

„Since we started using Evalanche, we know our target groups better and can play out our content in a much more customer-focused way,” emphasises Patrick Choinowski. „In this way, we have not only professionalised our event and customer communication but have also been able to qualify more contacts.” The integration of Evalanche and SAP C4C has also promoted cooperation between Marketing & Communication and Sales and taken the topic of marketing automation a big step forward. „At the beginning, Sales was a bit sceptical,” explains Andrea Dietl. „But in the meantime, no one wants to miss Evalanche. We are very satisfied with the solution.” KraussMaffei also uses the tool for internal communication, such as for the CEO newsletter and internal events. „Our next steps are to define a final lead scoring, create customer-focused content and integrate even more locations,” Patrick Choinowski is pleased to say.

If the newsletter is not displayed correctly, please click [here](#).

Season's greetings

Dear Mr. Mustermann,

As the year draws to a close, I would like to take this opportunity to sincerely thank you for our fruitful and trusting cooperation.

We have set ourselves ambitious objectives for the coming year. KraussMaffei will be putting two new large plants into operation in Laatzen near Hanover and in Parsdorf near Munich. Why not visit us there and discover the full range of KraussMaffei technology in our two new Customer Experience Centers.

At K 2022, we will once again present interesting new products and innovations to you. I already look forward to this today!

Let's all hope that the Corona pandemic will be behind us by then and that we will finally have the chance to meet in person again.

In the meantime, I wish you and your families a peaceful and relaxing Christmas time and a happy New Year!

Sincerely yours
Michael Ruf
CEO KraussMaffei Group

[go to Christmas video](#)

If you no longer wish to receive these emails from KraussMaffei, please click on the following link: [unsubscribe](#).

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Supervisory Board: Xiping Bai

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Proaktive Produktionsüberwachung jederzeit und überall

Sehr geehrter Herr Mustermann,

ab sofort wird Produktionsüberwachung noch innovativer, denn **socialProduction** ist jetzt in Ihrer Region verfügbar!

Sie wollen die Kommunikation in Ihrer Produktion moderner gestalten?
Wünschen Sie sich, dass Prozessabweichungen automatisiert erkannt werden, bevor die Bauteilqualität leidet?

Modernste Technologie kombiniert mit den Vorteilen **sozialer Medien**, schafft eine ganz neue Art der **Produktionsüberwachung**. Dank eines schnellen und zielgerichteten Informationsflusses zwischen Mensch und Maschine werden Prozessabweichungen erkannt, bevor es zu Ausfallzeiten kommt oder die Qualität leidet.

Informieren Sie sich jetzt bei Ihrem persönlichen Ansprechpartner bei KraussMaffei und erfahren Sie, wie Sie **socialProduction** in Ihrer Produktion einsetzen können.

Mit freundlichen Grüßen
Ihre Kundenberater
Digital & Service Solutions

[Informieren Sie sich jetzt](#)

Sollten Sie in Zukunft keine weiteren Nachrichten von KraussMaffei erhalten wollen, können Sie sich hier für die Zusendung derartiger Informationen [abmelden](#).

Impressum

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Dr. Michael Ruf (Vorsitzender) | Jörg Bremer
Vorsitzender des Aufsichtsrats: Xiping Bai

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Jedes Teil ein Gutteil – Nachhaltiger Kaffeegenuss mit Silikon

Sehr geehrter Herr Mustermann,

Fortsetzung folgt. Das hatten wir Ihnen versprochen. KraussMaffei startet in den zweiten Teil der digitalen Talks, die sich noch mehr um die Applikationen und Lösungen für Ihre Produktion drehen.

Am 10. Februar 2021 laden wir Sie ein zum **PioneersTalk** zum Thema **Silikonverarbeitung** (11.00 - 11.45 Uhr).

Lernen Sie in dem digitalen Talk mit unseren Experten die neuesten Entwicklungen im Bereich der Silikonverarbeitung kennen. Melden Sie sich jetzt an!

JEDES TEIL EIN GUTTEIL - NACHHALTIGER KAFFEEGENUSS MIT SILIKON

Jetzt zum PioneersTalk anmelden!

Langzeitigkeit und bakterielle Resistenz sind nur zwei Vorteile der Produkte aus LSR (Liquid Silicone Rubber). Wie die Verarbeitung des anspruchsvollen Werkstoffes einfach und sicher gelingt, demonstriert KraussMaffei mit dem Werkzeugbauer ACH Solution im neuen PioneersTalk – anhand eines wiederverwendbaren Kaffeebecherdeckels.

Der PioneersTalk findet digital am 10. Februar 2021 von 11.00 - 11.45 Uhr (in Deutsch) sowie von 16.00 - 16.45 Uhr (in Englisch) statt.

[Jetzt anmelden](#)

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KraussMaffei uses newsletters for both internal communication and customer communication. (Source: KraussMaffei Group GmbH)

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