



Pollmeier Massivholz: 360-Degree View of Long-Term Construction Projects with SAP® Hybris® Sales Cloud

The beech tree is the most important European deciduous tree – and its wood has excellent properties for flooring and furniture as well as firewood. Pollmeier is a sawyer that specializes in processing this type of wood. Previously, the company sold sawn lumber exclusively to processors or through trade. But with the introduction of a new product for timberwork, the business changed considerably. The sales team now also speaks to architects, civil engineers, and interior designers. A new project-oriented company emerged that required a new structure.

With SAP® Hybris® Sales Cloud, the beechwood specialist prepared its sales team for the future. Today, every employee can get a central overview of any construction project, including every person involved, without having to perform complex searches. Which architects are involved? What have colleagues already spoken about? What is the potential for sales and how can one-time buyers become loyal customers? All these questions can now be answered in seconds.



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A tool for more effective sales

Company

Pollmeier Massivholz
GmbH & Co. KG

Headquarters

Creuzburg, Germany

Industry

Mill products – hardwood
production

Products and Services

Wood for construction, sawn
lumber, and briquettes made
from beechwood

Employees

770

Website

Pollmeier
www.pollmeier.com

Partner

Reply
www.reply.com/de
www.reply.com

Objectives

- Keep an overview of the rising number of projects and involved influencers
- Provide a 360-degree view of each customer and project
- Process project data more easily and browse without solid reference points

Why SAP® Hybris® solutions

- Easy integration of SAP Hybris Cloud for Customer into existing landscape
- Streamlined IT that takes the burden off core business
- Dedicated SAP partner Reply with extensive understanding of processes
- Compelling sample workshop, where the scope of solutions, expertise, and chemistry were right

Resolution

- Construction projects are recorded as opportunities and new information is added to them gradually – from order volumes to involved architects and engineers
- Employees have constant access to current data from any location
- Complete project documentation, including all memos, stored centrally and accessible in just a few clicks
- Professional support during implementation from the partner, Reply

Benefits

- More coordinated and target-oriented follow-up actions
- Important information can be found more quickly, thanks to a more flexible search function and key word placement
- Simpler solution for employee cover and higher service quality due to customer knowledge being available to every employee

~300

current opportunities
stored

Quicker

overview of projects –
even without knowing the
customer

Easier

to identify and utilize large
sales potential

“With SAP Hybris Cloud for Customer, we can clearly see all information and now identify sales opportunities that we would not have previously noticed until it was far too late.”

Doris Tegelkamp, Head of Sales and Marketing, Pollmeier Massivholz GmbH & Co. KG

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