



Case Study

GLOBAL TRANSMISSION SOLUTIONS MANUFACTURER

BACKGROUND

The company is a leading global manufacturer of fluid power and power transmission solutions and employs more than 13,000 employees in more than 100 locations worldwide.

CHALLENGE

As a rapidly-expanding company with multiple vertical markets, the company needed technology to match its increasingly complex business requirements for both commerce and marketing. A systemic approach was needed and a strategy for high level solution architecture with functional and technical requirement mapping.

HOW ECENTA HELPED

ECENTA supported the company with strategy, road maps, diagrams and other assets to create a holistic implementation plan for marketing solutions. The goal was to execute the plan within 6 months, with Hana Cloud Integration used as middleware across all integrations.

RESULTS

Business

- Delivered training for both functional and technical subject matter experts
- Delivered MRM (Marketing Planning) and marketing dashboard
- Delivered assets such as emails, landing pages, and social media content as well as campaign success tracking
- Delivered static and dynamic target groups

Technical

- Collected and merged contact information from multiple channels to build a golden record
- Delivered business roles and catalog definitions
- Integrated Clickstream data from the websites with Google Analytics to map contact and interaction data into Marketing Cloud

CLIENT

Global transmission solutions manufacturer

SCOPE

Implementation and Integration
Marketing Strategy

PRODUCTS

SAP Marketing Cloud

