



Case Study



KONICA MINOLTA

BACKGROUND

Konica Minolta Business Solutions U.S.A., Inc. is a B2B product and services company offering diverse lines of office products, business solutions, and information technology services, in addition to other products and services within multiple vertical industries including healthcare. Its parent company, Konica Minolta, Inc., was established in 1936 and is a Japanese multinational, publicly traded technology company headquartered in Tokyo, with offices in 49 countries with more than 40,000 employees worldwide.

CLIENT

Konica Minolta

SCOPE

Implementation

PRODUCTS

SAP Marketing Cloud

CHALLENGE

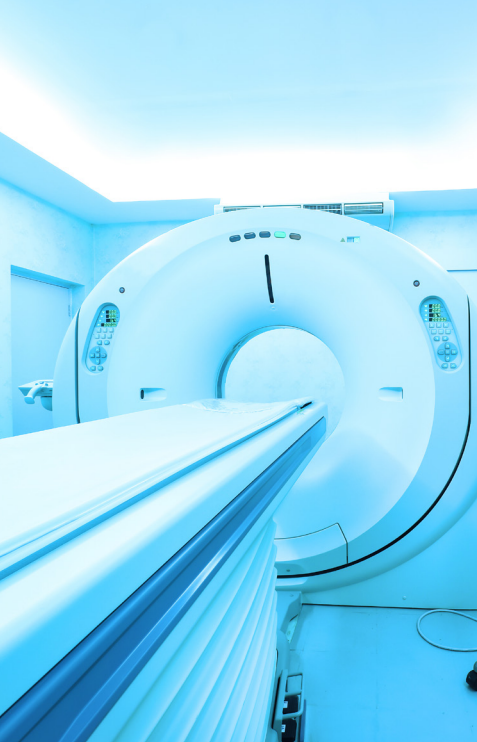
Not unlike other major enterprises, Konica Minolta Business Solutions U.S.A sought to acquire and drive more qualified leads through their marketing programs to their sales organizations. To do so the company needed to enrich their contact records with data from multiple sources to enable better insights about their customers and contacts, and to translate those insights into more targeted, contextual campaigns. The project required alignment between sales, marketing and IT to determine business requirements for solution architecting, as well as end-user training support for utilization of the new system.

HOW ECENTA HELPED

ECENTA worked with cross-functional stakeholders in the technology and business divisions to roadmap a solution that would enable full visibility and control of contact data, the optimization of campaigns, and the improvement of workflows between marketing and sales. Integrating multiple data sources, enriching contacts and accounts, and developing a single view, all allowed the business to optimize its targeting – critical to delivering contextual (and relevant) customer experiences.

To integrate the data sources, ECENTA helped the organization streamline contacts into SAP Marketing Cloud, and integrate





HOW ECENTA HELPED (Continued)

data from inContact, Zoom, Facebook, websites, and forms, as well as from internal systems such as SAP CRM. The data in SAP Marketing Cloud also merged with information from Dun & Bradstreet to help qualify, segment, and nurture accounts for ongoing lead generation campaigns. This allowed the organization to expand automation scenarios for both external campaigns and internal processes.

RESULTS

Business

- Implemented and configured Marketing Cloud aligned to both Sales and Marketing goals
- Optimized segmentation models and targeting for effective contextual campaigning
- Expanded user adoption and utilization of the system and applications

Technical

- Created custom iFlows and enhancements for SAP CPI, SAP BW and SFTP processes
- Extended fields and iDocs to support a multitude of business scenarios
- Integrated with SAP CRM, Web forms, inContact, Zoom, and Facebook

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