



# Case Study



## BACKGROUND

Topcon Positioning Systems, Inc. is a global enterprise that designs and manufactures positioning equipment and solutions for the surveying, construction, agriculture, civil engineering, mapping and geographic information system, asset management, and mobile control markets. The company was established in California in 1994 and serves markets worldwide.

## CHALLENGE

Topcon sought to manage marketing programs in multiple geographies and vertical markets for the entire contact to opportunity lifecycle. Their mission to create truly relevant customer experiences meant managing against multiple consent requirements respective of different world geographies, as well optimizing and aligning targeting and content. Topcon required a seamless lead qualification and transfer process from their marketing to sales system, ensuring that the contacts transferred to sales were in fact sales-ready. Finally, Topcon sought to integrate multiple data sources to enrich the database, target groups, and insights into the effectiveness of inbound and outbound marketing campaigns.

## HOW ECENTA HELPED

ECENTA helped Topcon define their contact to opportunity process and

implemented a solution integrated with Topcon's sales system that allowed for end-to-end lead nurture programs. The solution also optimized their targeting capabilities by leveraging location, interests, and other attributes to smartly serve relevant experiences. Since marketing consent is an important requirement that varies between countries, permission marketing rules were configured.

To better empower Topcon sales and increase the velocity of response to customers and prospects, ECENTA also integrated activities in SAP Cloud for Customer (C4C) triggered by Marketing Cloud campaigns. From SAP Cloud for Customer, activities and business partner data was replicated to Marketing Cloud, with new interactions created, or existing interactions updated, accordingly.

### CLIENT

Topcon Positioning Systems, Inc.

### SCOPE

Implementation and integration

### PRODUCTS

SAP Marketing Cloud



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**RESULTS****Business**

- Delivered end-to-end contact and lead nurturing, as well as reporting and insight capabilities
- Delivered structure for managed consents and communications in respective geographies
- Enhanced data sources for optimized targeting and campaigning

**Technical**

- Defined outbound permissions for business process creation
- Created export definitions and application jobs for business processes
- Created custom interactions including integration with multiple web properties
- Integrated additional data from external sources including Google Analytics
- Created Sender Profiles configured to individual markets
- Mapped from C4C to Marketing Cloud, and Marketing Cloud to C4C