



WEBER-HYDRAULIK GmbH



D-74363 Güglingen



approx. 1.700 employees



www.weber-hydraulik.com



Automotive, machinery & plant engineering



Approx. 330 Mio. € turnover



Company

WEBER-HYDRAULIK develops customized solutions of hydraulic drive and control technology. The company produces cab tilting systems, hydraulic cylinders, hydraulic cutters, jacks and electric pumps.



Initial Situation

The company is pursuing a clear digitization strategy and was looking for a CRM solution in order to proactively managing its international customer base. The goal was a comprehensive process optimization in the areas of documentation, visit and offer management, as well as opportunity management.



Transformation B4B

- 360-degree customer view
- ERP integration improves communication between office & field staff
- Service ticket triggers ERP follow-up activity
- In-house developed service portal with QR code generation for repair requests



Solutions

SAP Sales Cloud
SAP Service Cloud

Highlights

Service Portal
Document Preview

PD

50-60

Links

[Case Study \(German\)](#)

„By digitizing our sales & service processes, we are shaping top-level customer relationships and proving ourselves as an innovative business partner.“

- Hanno Diekmann,
deputy Head of department WEBER RESCUE