

Software-Supported Marketing for Optimal Teamwork

Franz Haas optimizes worldwide marketing management with BrandMaker Marketing Planner



FRANZ HAAS ▪ MONDOMIX ▪ STEINHOFF

The Haas Group, the world's leader in waffle and cookie systems engineering, has been using the Marketing Resource Management (MRM) system BrandMaker since the middle of 2009 to optimize its marketing processes. With the Marketing Planner from the MRM solution suite, the Haas Group coordinates its worldwide marketing from its Austrian central office – with the subsidiaries in Denmark and the Netherlands on the one hand, and the branch offices in Brazil, China, and the USA on the other. This machine builder organizes its campaign and budget planning in the Marketing Planner, it imports invoice data via an SAP interface, and creates detailed evaluations and reports to track its success.

Franz Haas Waffel- und Keksanlagen-Industrie GmbH, which is headquartered in Leobendorf, Austria, is the world market leader in the construction of waffle and cookie systems. Established in Vienna in 1905 as a classic building fittings and machine shop, this family-owned company did pioneering work building systems for waffles and cookies in the 1950s. Today, the Haas Group is an international machine construction company with the subsidiary Haas-Meincke (headquartered in Skovlunde, Denmark), experts in cookie systems; and Haas-Mondomix in EA Almere, the Netherlands, which specializes in systems for aerated products such as marshmallow-filled

cookies. There are branch offices that represent the Franz Haas brand on the national markets in Curitiba, Brazil, in Richmond, Virginia, and in Shanghai. The three branch offices and also the subsidiary engage in local and topic-specific marketing that is coordinated by the central office in Leobendorf. The international marketing team consists of a total of ten employees – five in Leobendorf and one marketing chief on-site in each location. In order to make the marketing processes more efficient between the central office and the subsidiary and also between the headquarters and the other locations, Franz Haas was looking for software that simplifies the planning, budgeting, execution, and evaluation of all marketing and communication activities of the corporate group and thus allows the optimization of administrative flows in marketing. The solution is BrandMaker's "Marketing Planner."

User profile of the Haas Group:

The Haas Group is a family-owned Austrian corporate group with branch offices in Brazil, the USA, China, and the Netherlands. It is also present with commercial agencies in approximately 60 countries. The group's product portfolio includes waffle, cookie, and cone baking systems as well as systems for convenience food.

BrandMaker modules used:

- ✓ BrandMaker Marketing Planner

Central data storage improves teamwork

Previously, the marketing employees of the Haas Group worked with Microsoft Excel. But conditioned by company growth, the marketing processes were becoming ever more complex and Excel was no longer the appropriate tool for handling the increasing requirements in a sensible amount of time. As a single-workstation solution, Excel also made working as a team more difficult – without a central database, the employees constantly had to synchronize with one another and send updated data back and forth. "The fact that we work in region-spanning teams made internal agreement very difficult to achieve," explains Thomas Breg, Marketing and Press Director for the Haas corporate group. "Therefore, we absolutely needed software that stores data centrally in a single solution, so that we can always access up-to-date and consistent data."



Decision was made immediately in favor of BrandMaker

In 2008, therefore, Franz Haas started doing in-depth research, searching for an appropriate solution for project and budget planning. The requirements were high: the new tool was supposed to enable the central collection of information and allow its processing by the team. In addition, it was supposed to provide a clear overview of all ongoing marketing projects and their respective budgets, display planned activities on time bars, be easy and convenient to operate, and be capable of being connected to the SAP ERP system. "BrandMaker's Marketing Planner

was the only solution that addressed all our needs in the standard version," remembers Breg.

Refining processes continuously

After the implementation phase, start-up followed in Summer 2009. "Since then, we have been refining our marketing processes and their mapping in the Marketing Planner continuously," says Breg. "Since we do not have a rigid process definition – we work flexibly and in topic-oriented fashion – things are much easier for us since Marketing Planner gives us the opportunity to optimize further within the solution. This way, the quality of our marketing continues to improve." For projects – such as the annual planning – are only defined roughly at the start, yet Franz Haas is refining its activity planning for daily business continuously. For each activity such as standard communication, channel management, strategic projects and campaigns, the marketers have created a branch in Marketing Planner that is organized into sub-branches according to a tree structure. On each level, there is an overview of projects and budgets, the actual situation, work instructions, and task distribution. "Meanwhile, our marketing plan is 1200 lines long. Without a good structure and the opportunity to organize down to the smallest details, we would no longer be able to master our tasks," explains Breg. Furthermore, the machine constructor's Marketing Department benefits from the fact that timelines and budget plans created once can be used as the basis for the planning of future activities: "Today, we can use the existing planning for actions that we perform regularly – such as mailings or trade fair visits – for a new project," according to Thomas Breg. "This copy-and-paste function also puts us in a position to transfer the entire annual planning directly into the next year. Then we only have to adapt individual measures."

Importing, filtering, and evaluating data

Marketing Planner is connected to the SAP ERP system via an interface. This way, invoice data can be imported automatically into the MRM system from SAP. Marketing Planner then contrasts plan budgets and actual costs with one another, automatically calculates budget totals and remaining budgets, checks the data for any inconsistencies, and issues a warning in case of deviations, for example the exceeding of intended budgets. In addition, Marketing Planner also provides detailed evaluations and reports about budgets and planned measures. With the help of numerous filters such as costs, employees, products, events, and lands, the data can be combined at will in the evaluation and regarded from different perspectives. The reports are then output at the touch of a button and can be exported as PDF or Excel files for further use, for example for presentations.

International roll-out is complete

Marketing Planner is an optimal organizational tool for Franz Haas. The international roll-out in Denmark, the Netherlands, Brazil, China, and the USA was completed in February 2011. "The physical connection of our branch offices to the central office in Austria was a time-consuming and complex process," says Breg. "But together with BrandMaker, the connection was made successfully." Today, Franz Haas has a better and more compact overview of its projects than ever before. "We can not only define and map processes in Marketing Planner, we can also follow up on projects without investing a lot of time since Marketing Planner is easy and intuitive to use," says Breg. "Since today our worldwide marketing can access information that is saved centrally in a single solution and available there, the risk of communicating wrong information has been reduced greatly. Today, our Marketing Department works much faster and with greater transparency."



About BrandMaker

BrandMaker GmbH is based in Karlsruhe in Germany. It is the leading provider of Marketing Resource Management (MRM) systems in Europe and has approximately 150 employees throughout Europe. BrandMaker GmbH is a pioneer in the field of marketing process optimization. BrandMaker has been marketing its MRM system of the same name since 2001. This solution caters to the needs of marketing and communications departments in large organizations with decentralized structures. BrandMaker is a comprehensive and modularly designed MRM solution that streamlines the entire marketing process chain, provides operational support to marketing staff and significantly increases the productivity of marketing departments. There are BrandMaker modules, among other things, for the automatic creation of online and printed materials – the latter via web-to-print, as well as for media asset management, software-supported marketing planning and brand strategy. The second main BrandMaker GmbH product is the BrandMaker Marketing Planer SaaS, which is the first completely web-based marketing planning software in Germany.

Renowned companies that make use of BrandMaker solutions in their marketing departments include

Commerzbank, DekaBank, Ernst & Young, EnBW,
G+J EMS, Opel and Tirol Werbung.

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