

WEINMANN Emergency: Camelot ITLab and snapADDY smooth the way for trade fair digitization

February 26, 2021

For over 100 years, WEINMANN Emergency Medical Technology GmbH + Co. KG offers system solutions for emergency medical services, ambulance outfitters, and civil protection – a great example of Made in Germany products quality that offers the highest degree of reliability and experience. Particularly with the worldwide Corona pandemic in mind, the significance of the Hamburg-based company becomes clear to everyone.

Innovative medical products for ventilation and defibrillation save lives every day and support the medical staff in the fight against the virus. For this reason, processes must be efficient and time-saving, and data must be recorded correctly so that a company like WEINMANN Emergency can operate successfully and produce life-saving devices.



Indispensable trade fair tool for WEINMANN Emergency: snapADDY VisitReport

CRM implementation as a good example

That is one of the reasons why WEINMANN Emergency decided to implement the CRM system SAP Sales Cloud and brought a competent partner on board in 2018: Camelot ITLab GmbH. Everyone who has already implemented a CRM system knows that there are many problems and hurdles involved. Staff members have to support the needs analysis required and outline processes and workflows. For the IT department as well as for the business departments, such a project involves a significant additional effort and costs a lot of energy and time.

„You could just notice that everyone was pulling in the same direction and had a clear vision of the goal.“



Nele Klipp, Head of Marketing Communications at WEINMANN Emergency

Thanks to the perfect control executed by Camelot ITLab, the implementation of SAP Sales Cloud at WEINMANN Emergency was a great example that subsequently allowed to be described as "structured, uncomplicated and planning reliable." In particular, open and easy communication played a decisive role in the successful implementation. Nele Klipp, Head of Marketing Communications at WEINMANN Emergency, expressed her delight at the fact that every department was totally convinced that the ambitious IT project should be implemented efficiently and quickly: "You could just notice that everyone was pulling in the same direction and had a clear vision of the goal."

Needs analysis reveals a potential for capturing leads at trade fairs

An extensive analysis carried out by the SAP system integrator Camelot revealed that there was still a need to optimize the lead capture process at trade fairs and in daily sales activities. WEINMANN Emergency attends around 50 events every year where leads at trade fairs were previously recorded on paper sheets. The subsequent necessary but manual digitization repeatedly caused information losses and long waiting times for customer inquiries.

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Roberto Wahl, Head of Competence Center SAP CX bei Camelot ITLab

"With [snapADDY VisitReport](#), we close the open gaps in lead and contact capture in SAP Sales Cloud," explains Roberto Wahl, Head of Competence Center SAP CX at Camelot ITLab. "The requirements of the sales staff at WEINMANN are perfectly met by the solution." In addition to VisitReport, [snapADDY DataQuality](#) is also used, for example, to automatically transfer contact data from e-mail signatures into the CRM system and in that way keeping the existing data up-to-date.

Foundation laid for lasting process digitization

The project managers at WEINMANN Emergency Medical Technology GmbH + Co. KG, Nele Klipp and Sven Kamptmann, would not hesitate to implement the CRM in this way again. With the SAP Sales Cloud, the professional support from Camelot ITLab, and the appropriate CRM extensions from snapADDY, the foundation for lasting digitalization in the coming years was laid. Now, it is important to firmly establish the created processes in the company and, at the same time, to ensure constant further development.