

Sales opportunities without any media discontinuity for companies selling B2B products

Recommended software solution to optimize
your fair lead processes and sales revenues

- ✓ integrated trade fair lead management or POS scenarios
- ✓ by automated lead nurturing and generation and
- ✓ by automated cross- and upselling
- ✓ ...

... in cooperation with entergon GmbH & Co.

Process optimization on your booth by entergon Suite - Show

Integrated Fair Lead Mgmt

Fast & intuitive lead capturing and processing at your fair activities



entergon Suite - SHOW / KIOSK

Identification & qualification of B2B website visitors



Lead campaigns and e-mailings

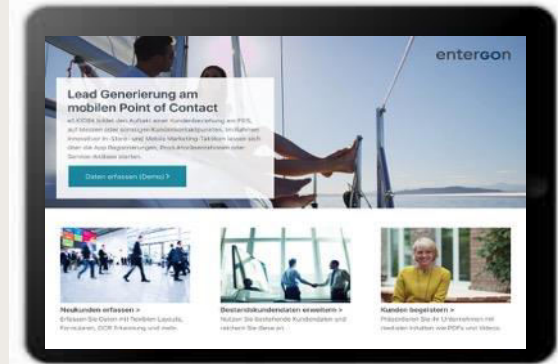
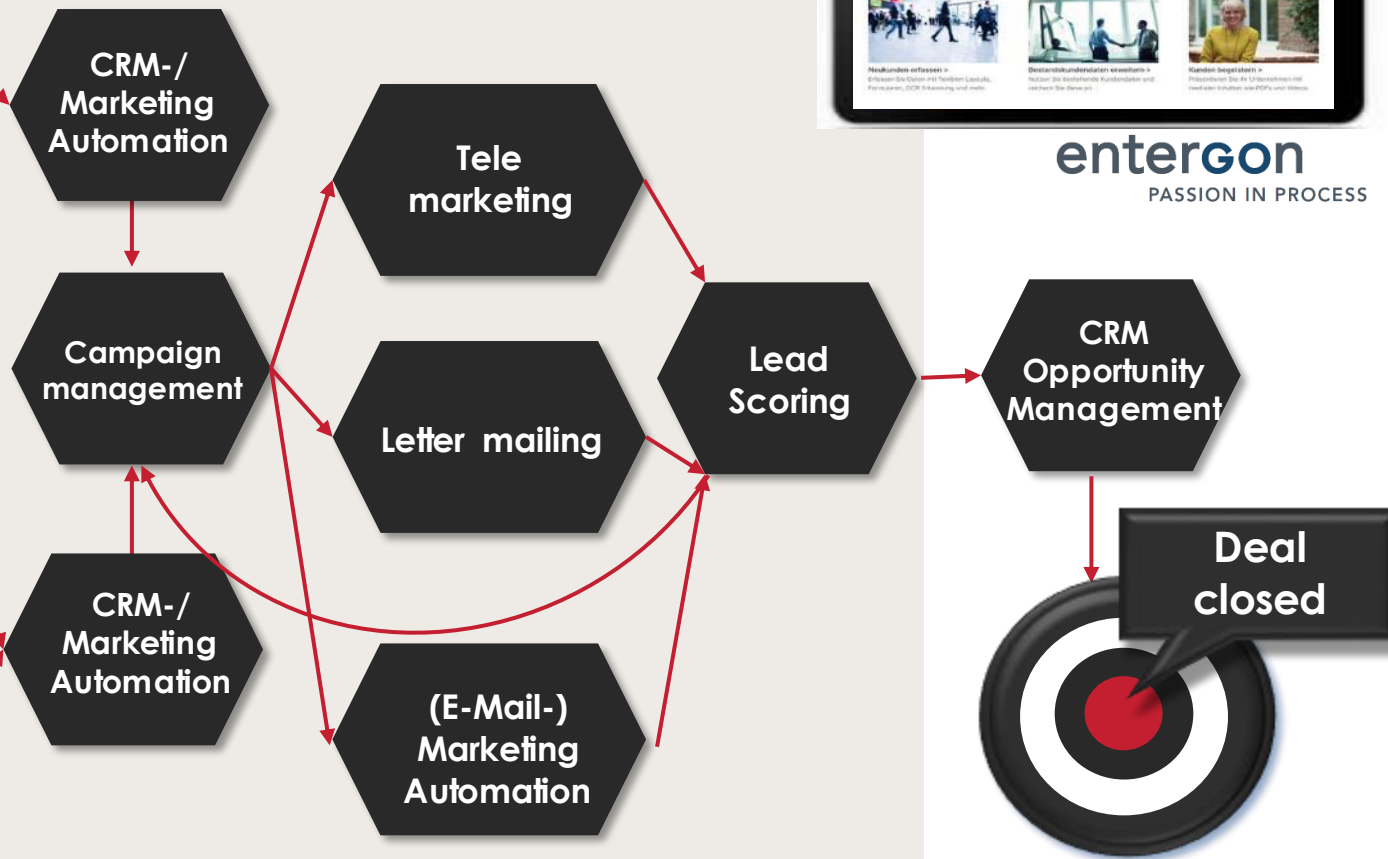


e.g. by Evalanche, Marketo, Pardot etc.

Professional Lead Nurturing

Automatisation of dialog marketing processes

z.B. by **Eloqua, Evalanche, Hubspot, Marketo, Pardot etc.**



entergon
PASSION IN PROCESS

KPIs entergon GmbH & Co. KG – entergon Suite, applications SHOW/KIOSK

- founded at the 01.06.2012, 30 employees work for entergon (2020-01-15)
- around 400 e1.Mobile international clients, u.a. (selection) of the industries Automation, Automotive, Electro, IT, Measurement, Pharma and Services
- In the past use at over 4.00 fairs and events
- more than one million captured leads
- in more than 30 countries on the continents Asia, Europe and the Americas in use
- one of the experienced vendor in the segment of mobile lead capturing (since 2012)
- conceptual base is founded on a long-lasting experience on CRM systems (interfaces to most of the common CRM systems as MS Dynamics, Salesforce, SAP C4C, Sugar CRM, ...)
- Integration of existing customer data base or product data base (MS Dynamics, Salesforce, SAP C4C, Sugar CRM, ...)
- Integration of Badge Code systems (ATC, CompuSystems, Experient, ...)
- direct mailings of Follow-up-mails (after a synchronization with the middleware)
- Integration with email marketing and marketing automation solution (e.g. Marketo, Pardot,...)
- Platform-spanning solution for iOS, Android and Windows mobile, too



Thielmann Consulting

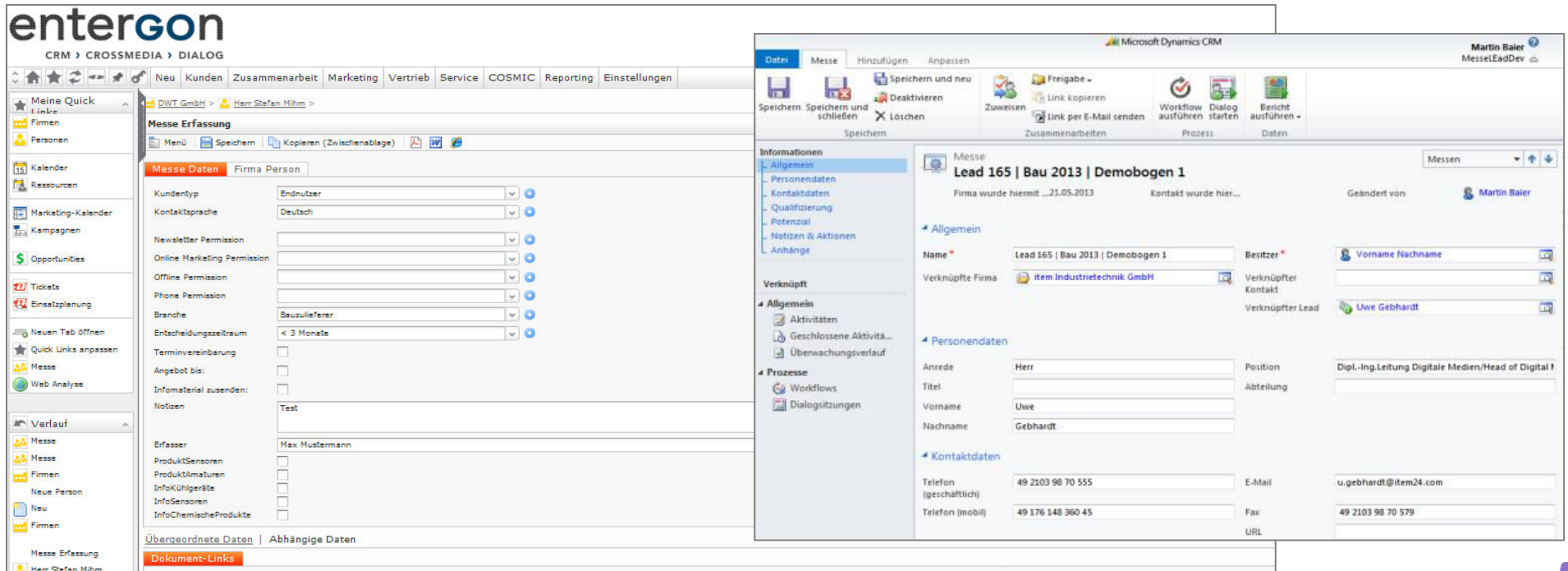
Selected entergon customer

 worldwide	 Agilent Technologies worldwide			
	 worldwide			
		 worldwide	 KONICA MINOLTA	EMEA
			 MITSUBISHI MOTORS	 worldwide
	 worldwide	 The Mark of Linear Motion	 TRELLEBORG SEALING SOLUTIONS	

Key:  world wide;  EMEA

SHOW/KIOSK | Backend: Integrated lead capture management

Real-time Datenmapping & Synchronisation mit CRM und Marketing Automation Lösungen



The screenshot displays two overlapping software interfaces. The background interface is 'entergon CRM > CROSSMEDIA > DIALOG', featuring a sidebar with navigation options like 'Meine Quick Links', 'Kalender', and 'Marketing-Kalender'. The main content area is titled 'Messe Erfassung' (Trade Fair Registration) and includes a 'Messe Daten' (Trade Fair Data) section with various dropdown menus and checkboxes for data entry. The foreground interface is a 'Microsoft Dynamics CRM' window showing a detailed view of a lead named 'Lead 165 | Bau 2013 | Demobogen 1'. This window includes fields for 'Name', 'Verknüpfte Firma', 'Anrede', 'Titel', 'Vorname', 'Nachname', 'Telefon', and 'E-Mail', along with a 'Verknüpfte' (Linked) section for related entities like 'Verknüpfter Kontakt' and 'Verknüpfter Lead'.



SHOW/KIOSK | Backend: API Customizing Marketing Automation *)

Fragebogen

- 1_ThielCon-2018-kurz EV
 - Master data
 - Qualification
 - Potential Lead Management
 - Lösungen im Einsatz
 - Welche Systeme (CRM, E-Mail)
 - Interessiert an Lösung(en) EV
 - # none
 - # Lead campaigns EV
 - # Lead Capture fairs EV
 - # Marketing Automation EV
 - # Online-Berater EV
 - # Oppt Mgmt indirect Sales EV
 - Project in plan
 - Decision period

Feld | ID: 4317

- Allgemein
- Übersetzungen
- Optionen
- Export
- Auswertung
- Evalanche

Evalanche Pool Feld

INTEREST

Evalanche Pool Feld – Overall

INTEREST

Optionen zuordnen

Optionen zuordnen – Overall

Questionnaire

- Automatica 2018 EL
 - Master data
 - Person
 - Lead Qualification
 - Lead Qualification
 - Vertical EL
 - Requested Service EL
 - Industry EL
 - # Please select
 - # AEC – Architecture
 - # AEC – Construction
 - # AEC – Engineering
 - # AEC – Facility Management
 - # AEC – Heritage
 - # AEC – Supervision

Field | ID: 15471

- General
- Translations
- Options
- Export
- Evaluable
- Eloqua

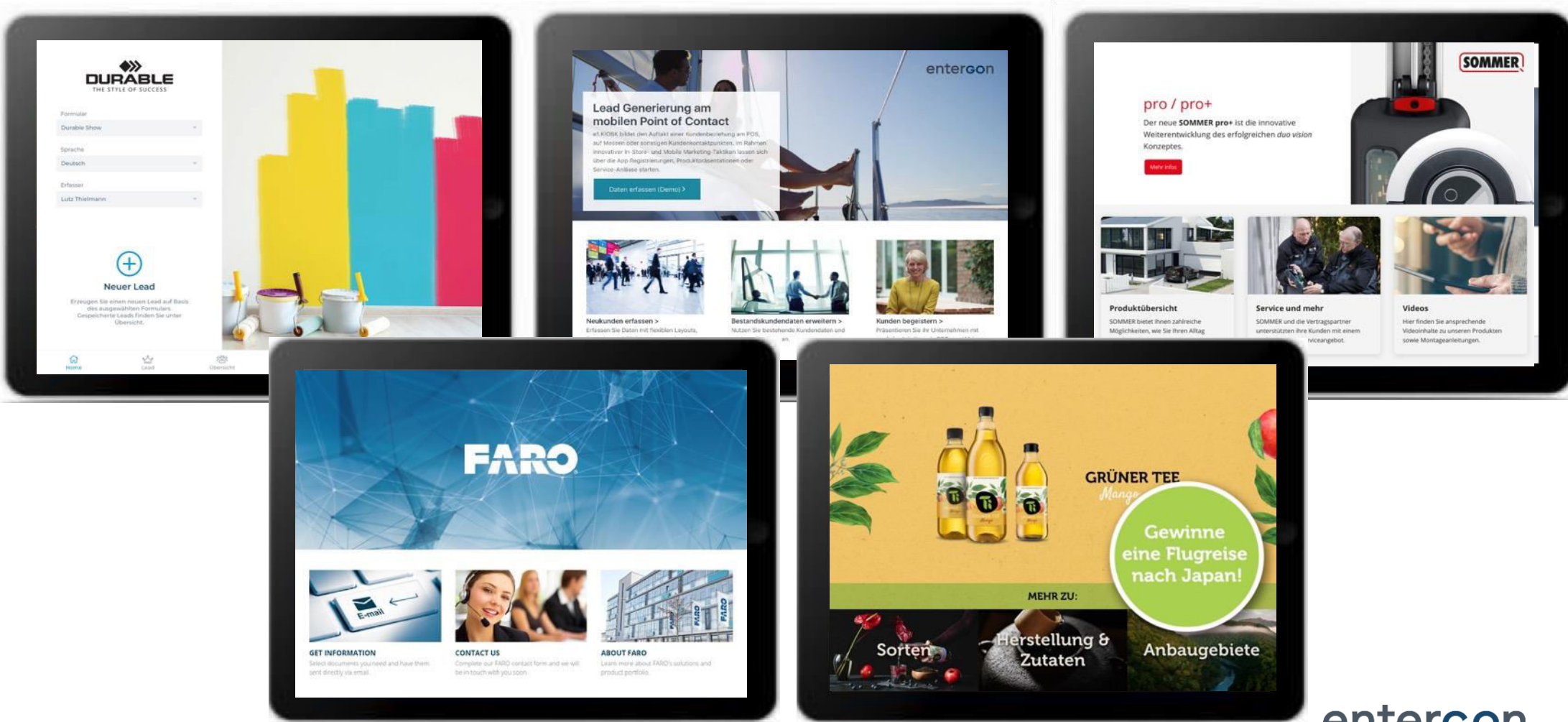
Field

Industry

Assign options

*) Screenshot precessor backend

SHOW, one application of entergon Suite integrated contact management on fairs, as e-Kiosk or at POS



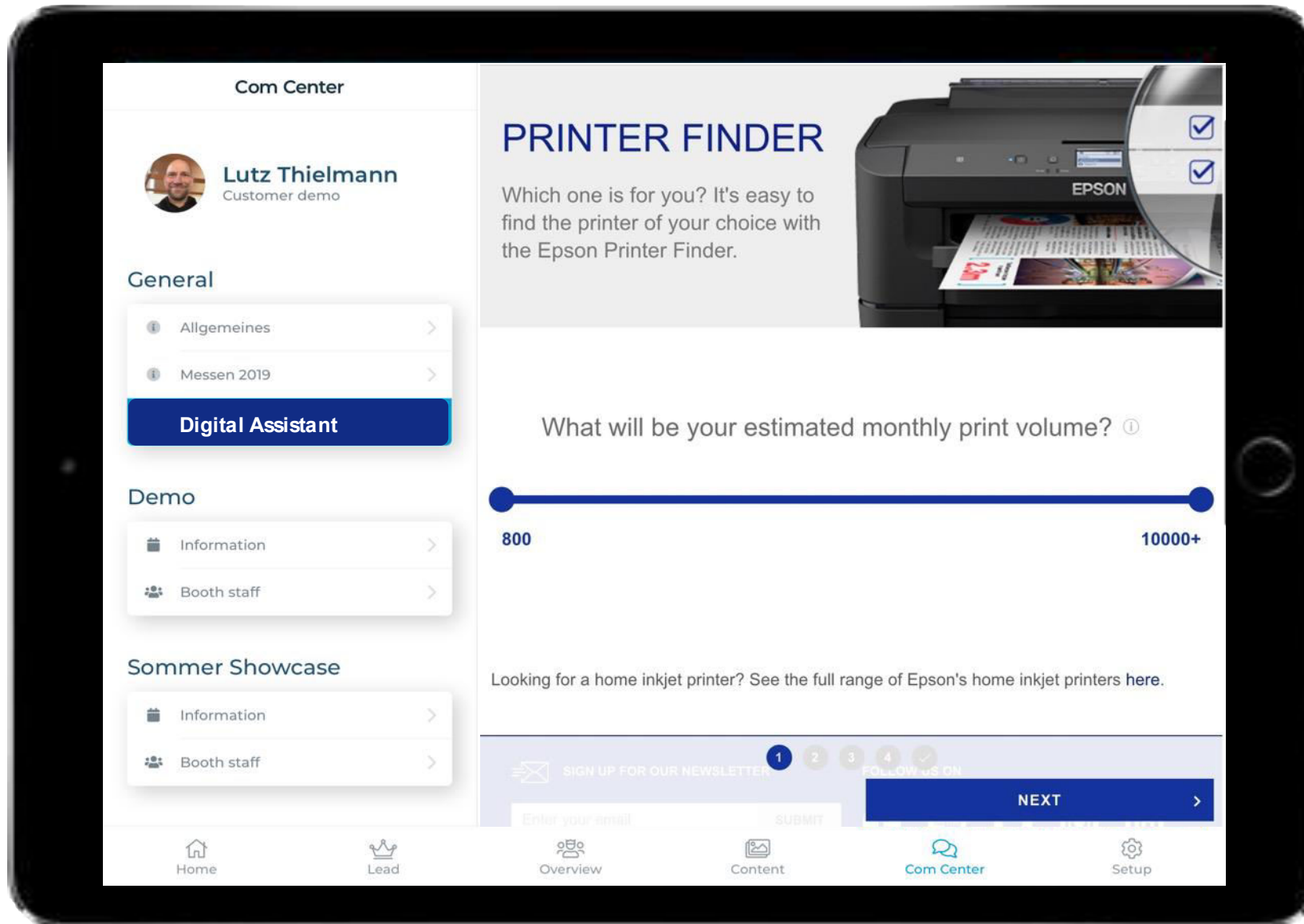


SHOW/KIOSK | Frontend – Views of Content-Assets inkl. shopping cart






SHOW/KIOSK | Frontend – Integration of web services (e.g. digital assistant)



Example of an integration of a **digital assistant** as external web service.

entergon Suite – SHOW: Frontend - Onboarding & briefing in the ComCenter

Com Center


Lutz Thielmann
 Kunde demo

Allgemein

Allgemeines

Messen 2019

Social Media

Demo

Informationen

Standpersonal

Sommer Showcase

Informationen

Standpersonal

Home

Lead

Übersicht

Content

Com Center

Allgemeines

Allgemeine Messeinformationen

In unserem Bestreben, einen professionellen Auftritt zu bewahren, bitten wir euch um eure Mitarbeit bei der Einhaltung folgender Punkte:

- Keine Handys und Laptops am Stand (außer im Kundengespräch)
- Bevor ihr den Stand verlasst, informiert bitte einen Kollegen
- Speisen und Getränke sollten nicht am Stand verzehrt werden
- Es sollten keine Kaffeetassen, Getränkedosen oder andere Abfälle auf dem Stand liegen. Wenn du etwas siehst bitte wegräumen
- Der Stand ist äußerst begrenzt. Es ist strengstens verboten, Aktentaschen, Computertaschen oder ähnliches mitzubringen

Tipps zur Kommunikation am Messestand

- Der erste Eindruck zählt
- Sympathie bereits vor der Kontaktaufnahme erzeugen: Offene Körperhaltung (Arme und Hände), Augenkontakt, Kopfnicken, natürliches Lächeln
- Selbstsicherheit als Basis für ein gutes Messegespräch: Blickkontakt erhalten, fester Stand, freie Hände, Gesten über der Gürtellinie, kräftig
- Bleibenden Eindruck hinterlassen
- Langsam sprechen
- Informationen strukturieren, z.B. mit Aufzählungen • Erläuterungen • Bildern, Geschichten, Beispielen


Notfallkontakte

Sales / Martin Baier:
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E-Mail: martin.baier@entergon.de

Datenschutz / Marcel Dietz:
Mobil: 061759499129
E-Mail: marcel.dietz@entergon.de

IT / Julian Serfas:

Com Center


Lutz Thielmann
 Kunde demo

Allgemein

Allgemeines

Messen 2019

Social Media

Demo

Informationen

Standpersonal

Standpersonal

Aktualisieren

Suchen

Lutz Thielmann
Geschäftsführung

Martin Baier
Managing Partner

Apple Bergwerk

Marcel Dietz
Project & Business Process Manager / Interner Datenschutzkoordinator

Dennis Dörr

Jan Lehnhäuser
Software-Entwickler



SHOW/KIOSK | Integrated lead capture management – Live reporting



Print chart

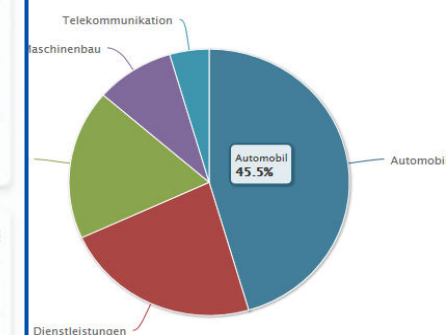
Download PNG image

Download JPEG image

Download PDF document

Download SVG vector image

Top 10 – Branche



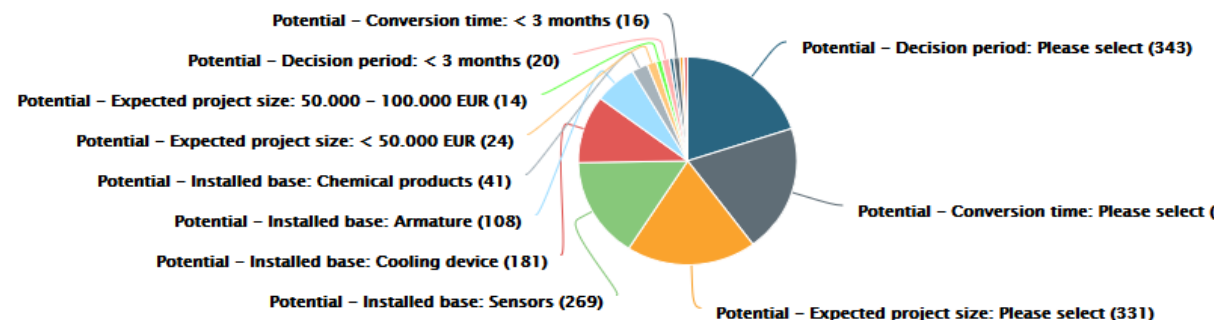
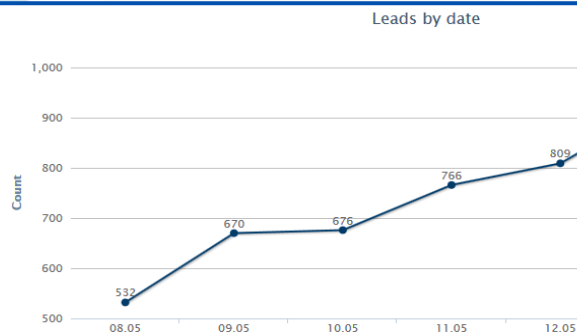
- Lead status overview
- Leads by date
- Contact persons (date)
- Contact persons (region)

Attention!
Reports are based on saved but not necessarily verified leads.

Questionnaire reports

Fair
Please select

Attention!
Reports are based on successfully verified leads. Each unique contact person of a lead counts.





SHOW/KIOSK | Backend: Configuration of questionnaire, or via per Excel

entergon

PASSION IN PROCESS

Home

Reports

Kontakte

Pool

Touchpoints

Formulare

Layouts

Inhalt

Benutzer

Einstellungen

Hallo martin!

Formular

Durable Show

Abbrechen

Speichern

Allgemein

Struktur

App

Benutzerzuordnungen

Weiterleitung

Formularaktionen

Konnektor

Zuordnung

Suchen

Durable Show

Stammdaten

Person 1

- Zeile 1 -

- Zeile 2 -

Datenschutz 1

Person 2

Person 3

Firmenprofil

Qualifizierung

Potenzial

Notizen

Bestellung

Aktionen

Kategorie | ID: 24

Allgemein

Name *

Qualifizierung

Reihenfolge

3

Icon

list

Übersetzungen

Name | Deutsch

Qualifizierung

Name | Englisch

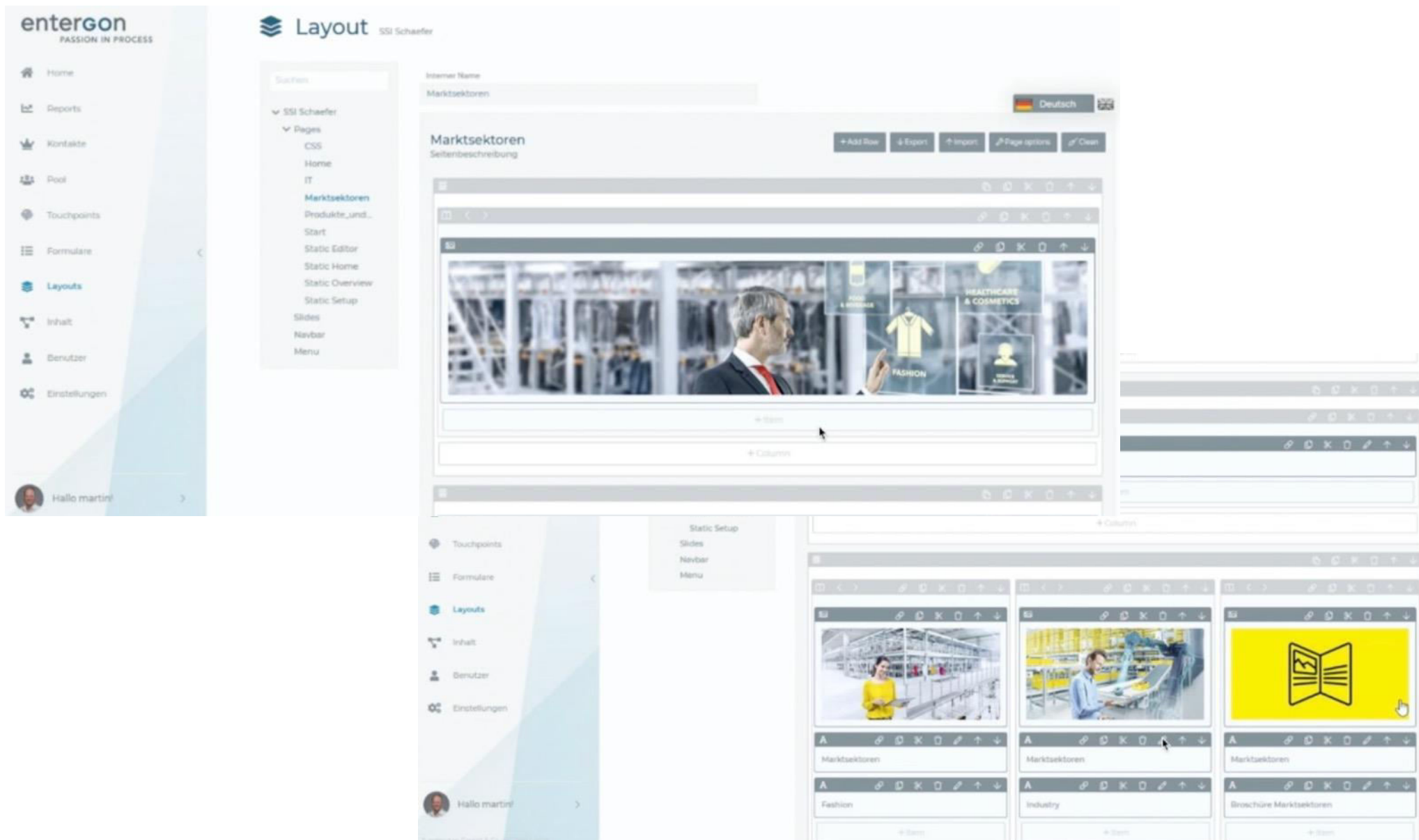
Qualification

Name | Französisch

Qualification

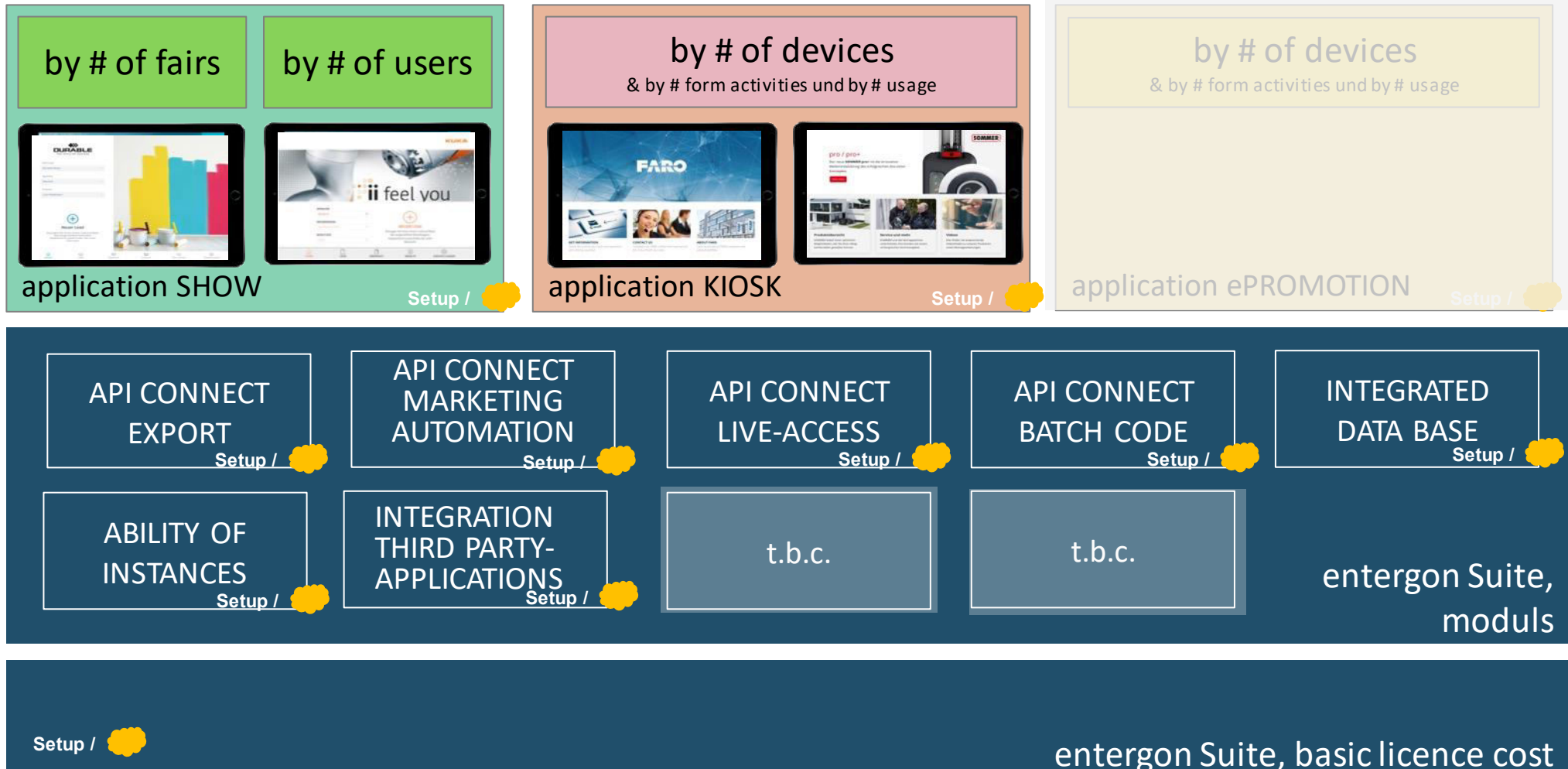
	A	B	C	D	E	F	K	L	M	N	O	P	Q	R
	Kategorienname - Intern	Seitenname - Intern	Feldname - Intern	Optionsname - Intern	Feldbezeichnung - German	Feldbezeichnung - English	Kat - Icon	Feld - Typ	Feld - Stan	Feld - Kontakt	Feld - Optionliste	Feld - Zeile	Feld - Spalte	Feld - Re
1	Master data	Person 1	QR Code	Person 1	Person 1	Person 1	Person	Scanner (QR, EAN-13, EAN-8, C	1	6	2	2	2	
2			Mobil	QR Code	Mobil	Mobil		Texteingabefeld	1	6	1	1	1	
3			Bestandskundensuche	Bestandskundensuche	Customer search	Customer search		Texteingabefeld	1	1	1	1	1	
4			URL	URL	URL	URL		Texteingabefeld	1	1	2	7	7	
5			E-Mail	E-Mail	E-Mail	E-Mail		Texteingabefeld	1	6	2	1	1	
6			Fax	Fax	Fax	Fax		Texteingabefeld	1	5	2	1	1	
7			Telefon	Telefon	Phone	Phone		Texteingabefeld	1	5	1	1	1	
8			Abteilung	Abteilung	Department	Department		Texteingabefeld	1	4	2	1	1	
9			Position	Position	Position	Position		Texteingabefeld	1	4	1	1	1	
10			Nachname	Nachname	Last name	Last name		Texteingabefeld	1	3	1	2	1	
11			Vorname	Vorname	First name	First name		Texteingabefeld	1	3	1	1	1	
12			Titel	Titel	Title	Title		Texteingabefeld	1	2	2	1	1	
13			Anrede	Anrede	Salutation	Salutation		Dropdown	1	2	1	1	1	
14				Bitte auswählen	Please select	Please select								
15				Herr	Mr.	Mr.								
16				Frau	Mrs.	Mrs.								
17			Visitenkarte	Visitenkarte	Business Card	Business Card		Visitenkarte	1	1	1	2	2	
18			PLZ	PLZ	Zip code	Zip code		Texteingabefeld	1	1	2	4	4	
19			Ort	Ort	City	City		Texteingabefeld	1	1	2	5	5	
20			Land	Land	Country	Country		Dropdown	1	1	2	6	6	
21			Firma	Firma	Company	Company		Texteingabefeld	1	1	2	1	1	
22			Straße	Straße	Street	Street		Texteingabefeld	1	1	2	2	2	
23			Hausnummer	Hausnummer	House number	House number		Texteingabefeld	1	1	2	3	3	
24			Datenschutz 1	Datenschutz 1	Data protection 1	Data protection 1								
25			Unterschrift	Unterschrift	Signature	Signature		Unterschrift	3	1	2	1	1	
26			Hinweis	Hinweis	Note	Note		Check Group	0	1	1	2	2	
27			Einverständnis	Einverständnis	Permission	Permission		Check Group	0	1	1	1	1	
28			Newsletter	Newsletter	Newsletter	Newsletter								
29			Werbe E-Mails	Werbe E-Mails	Promotional emails	Promotional emails								
30			Telefon	Telefon	Phone	Phone								
31			Fax	Fax	Fax	Fax								
32			SMS	SMS	SMS	SMS								
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SHOW/KIOSK | Integrated lead capture management – CMS editor



The screenshot displays the entergon CMS editor interface. On the left is a sidebar menu with options: Home, Reports, Kontakte, Pool, Touchpoints, Formulare, Layouts (selected), Inhalt, Benutzer, and Einstellungen. The main workspace shows a 'Layout' editor for 'Marktsektoren'. The top bar includes 'entergon PASSION IN PROCESS', 'Layout SSI Schaefer', and a language selector set to 'Deutsch'. The main content area features a large image of a man in a suit, with overlaid text boxes for 'FASHION' and 'HEALTHCARE & COSMETICS'. Below the image are sections for 'Start' and 'Column'. The bottom of the screen shows a preview of the layout with three columns, each containing a 'Marktsektoren' block and a 'Fashion' block. A 'Broschüre Marktsektoren' block is also visible on the right.

entergon Suite - Price indication for the applications SHOW and KIOSK



Setup  on-time setup cost
 monthly cost (SaaS)

entergon Suite - Roadmap view applications 2019-2021

- + SHOW
Fair lead management
February 2020
- + KIOSK
Interactive touch solution
for infotainment/self service
April 2020
- + EVENT
Event and attendee management
September 2020
- + SALES
Mobile app for multimedia field service support
January 2021

One suite, unlimited solutions

Case Study | KUKA Roboter GmbH

Customer

- KUKA robot produces and sells industrial robots and automated production solutions for the automotive, medical and solar technology as well as the aerospace industry (7,500 employees worldwide).

Requirements

- Cross-platform, offline-capable application
- Lead capturing & presentation ability in one single app
- Easy distribution of international leads
- Avoidance of media breaks
- Live Reporting

Customer Benefits

- Increase image by digital lead capturing
- Increase the conversation efficiency by presentation options
- Time savings in the delivery of KPI's
- Faster follow-up by the sales team due to fast lead routing to CRM



Case Study | Agilent Technologies Sales & Services GmbH & Co

Customer

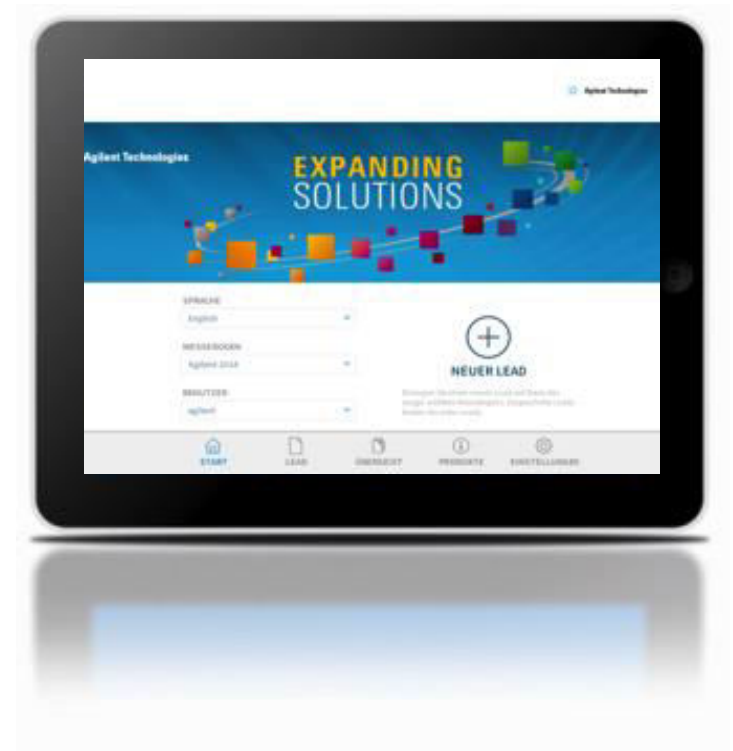
- Developer, manufacturer and supplier of equipment, systems and solutions in the areas of measurement and testing technology, electronics and medical electronics (19,000 employees worldwide)

Requirements

- Automating of both paper and mobile lead capturing on 500 events worldwide
- Plug & play solution for both paper and mobile solution
- Customizing flexibility
- Intuitive user interface of the mobile app

Customer Benefits

- Resources saving by automatically lead capturing of paper-based questionnaires
- Shortening of reaction time after the event
- High acceptance based on ease of use



Case Study | item Industrietechnik GmbH

Customer

- Global developer and supplier of the MB Building Kit System for industrial applications in the fields of engineering (400 employees).

Requirements

- Central lead capturing, decentralized distribution of leads
- 100% integration to Microsoft Dynamics CRM
- Direct follow-up activities
- Flexibility in the trade fair questionnaire design

Customer Benefits

- Accelerated deployment of leads to sales team
- Seamless & consistent trade fair communication
- Reduction of information loss
- Avoidance of incomplete data by mandatory fields
- Improving corporate image



Thank you!



Thielmann Consulting

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