Thielmann Consulting

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.

entergon
PASSION IN PROCESS

Thielmann Consulting

Process optimization on your booth by entergon Suite - Show

Integrated Fair Lead Mgmt

Fast & intuitive lead capturing and processing at your fair activities

Capture fair conversations → Lead Reporting

entergon Suite - SHOW / KIOSK

Identification & qualification of B2B website visitors

Company detection → Lead reporting

Lead campaigns and e-mailings

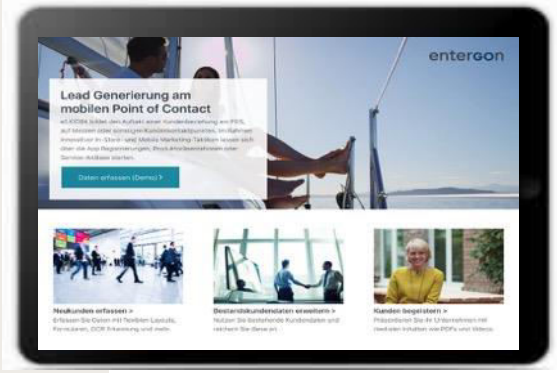
Dialog Marketing Campaigns → Response Analytics

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

Professional Lead Nurturing

Automatisation of dialog marketing processes

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



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PASSION IN PROCESS

CRM-/ Marketing Automation

Campaign management

CRM-/ Marketing Automation

Tele marketing

Letter mailing

(E-Mail-) Marketing Automation

Lead Scoring

CRM Opportunity Management

Deal closed

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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

entergon
PASSION IN PROCESS

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Selected entergon customer

ABB worldwide

Agilent Technologies worldwide

AMGEN

AVERY Zweckform

B&R

BOSCH worldwide

eppendorf

FANUC

FARO

HYMER

item

KUKA worldwide

KONICA MINOLTA EMEA

JENOPTIK

KYOCERA

MAN

MITSUBISHI MOTORS

OMRON worldwide

Parker

QIAGEN worldwide

THK The Mark of Linear Motion

TRELLEBORG SEALING SOLUTIONS

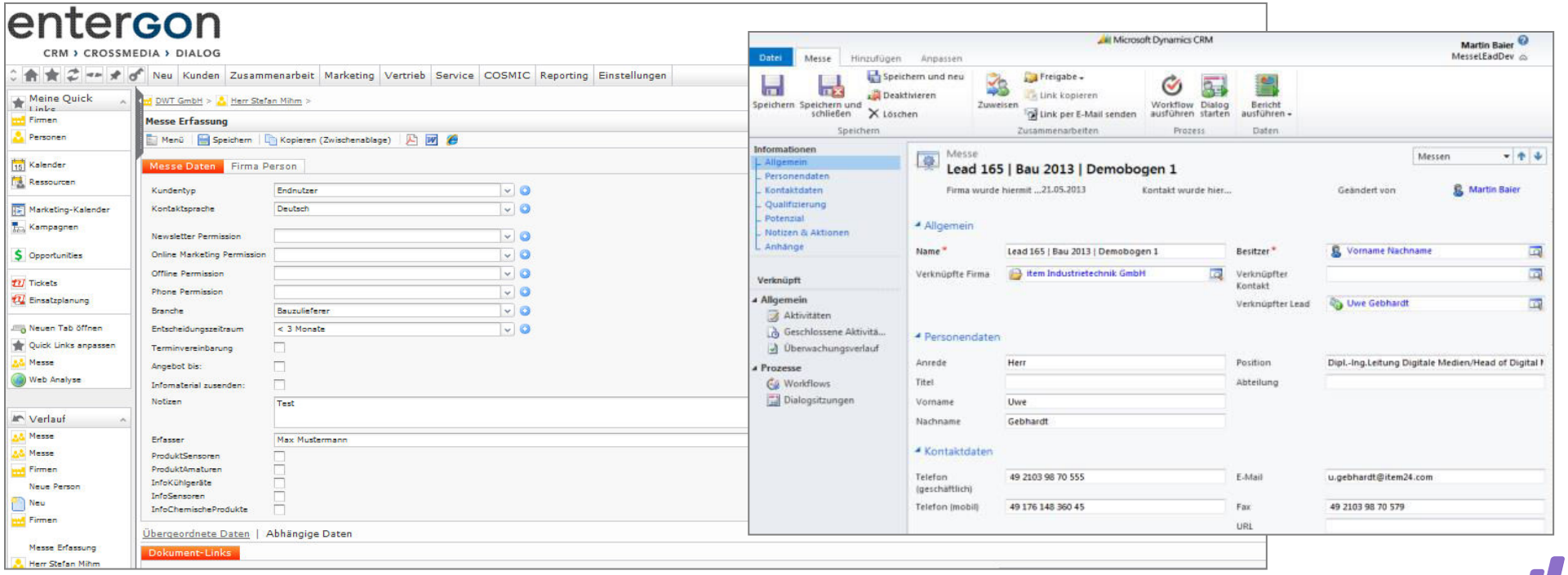
wilo

Key: world wide; EMEA

Thielmann Consulting

SHOW/KIOSK | Backend: Integrated lead capture management

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



C4C · Microsoft Dynamics CRM · salesforce.com · salesforce pardot · Marketo · Aurea · HubSpot · ORACLE SIEBEL · SUGARCRM. · eloqua · EVALANCHE EMAIL MARKETING SOLUTION

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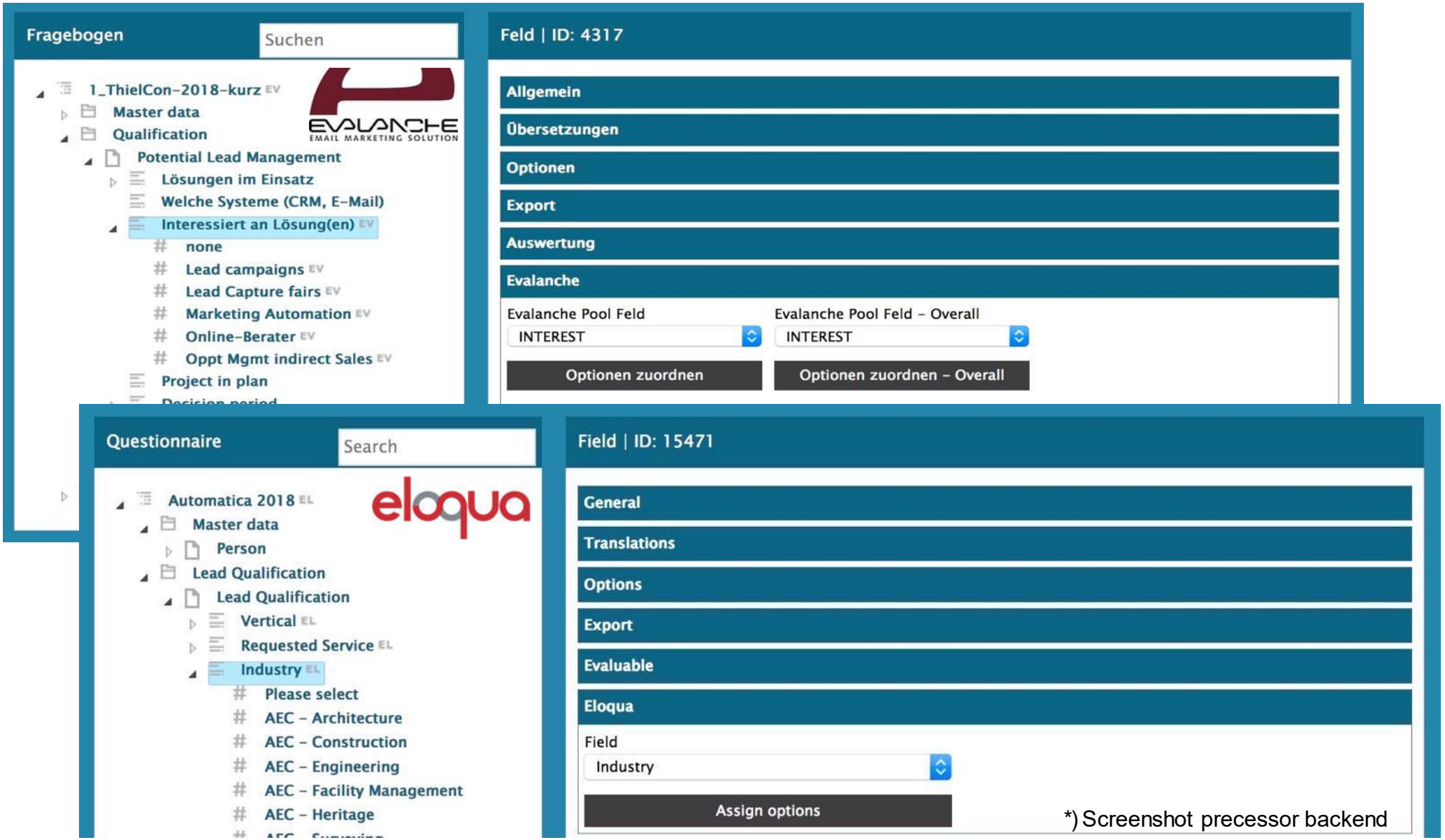
SHOW/KIOSK | Backend: API Customizing Marketing Automation *)



*) Screenshot precessor backend

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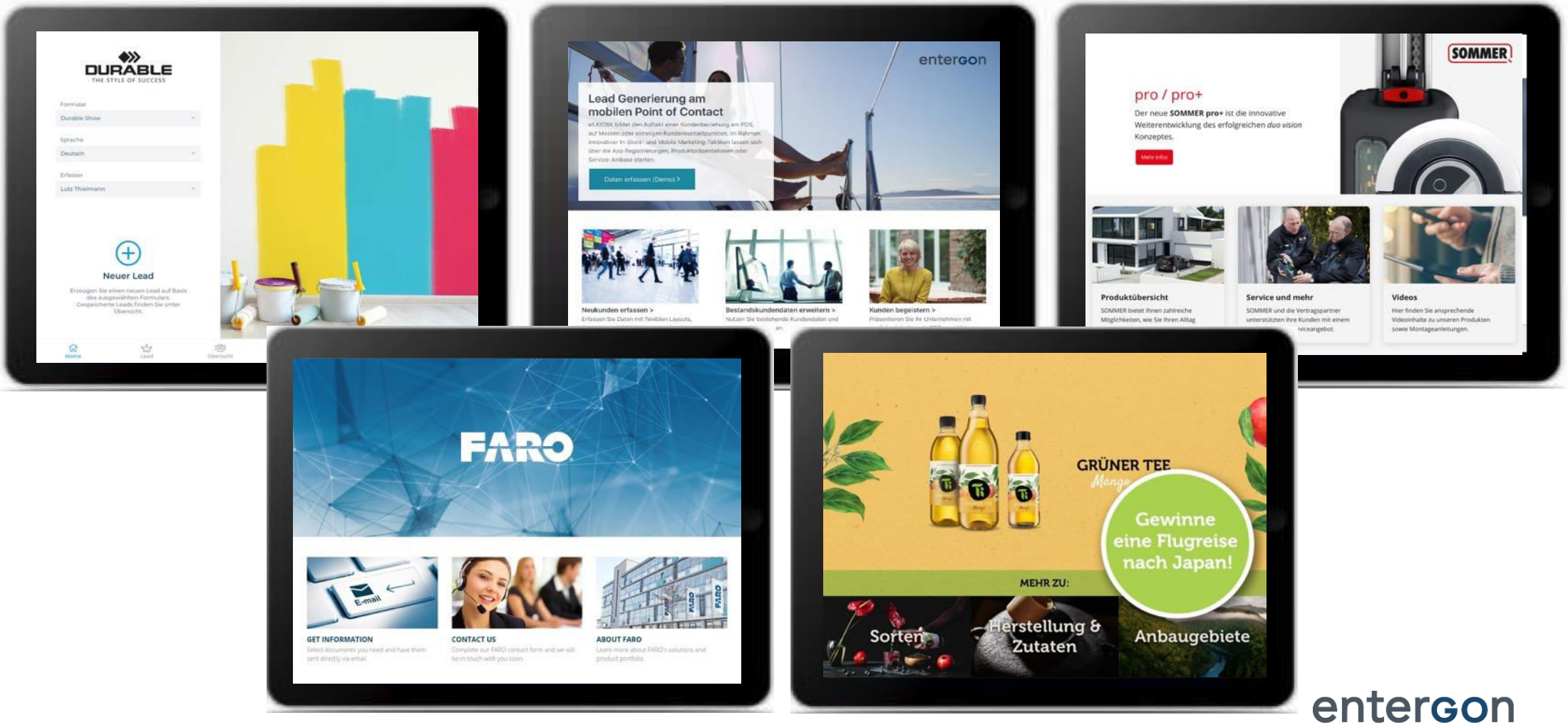
SHOW, one application of entergon Suite

integrated contact management on fairs, as e-Kiosk or at POS



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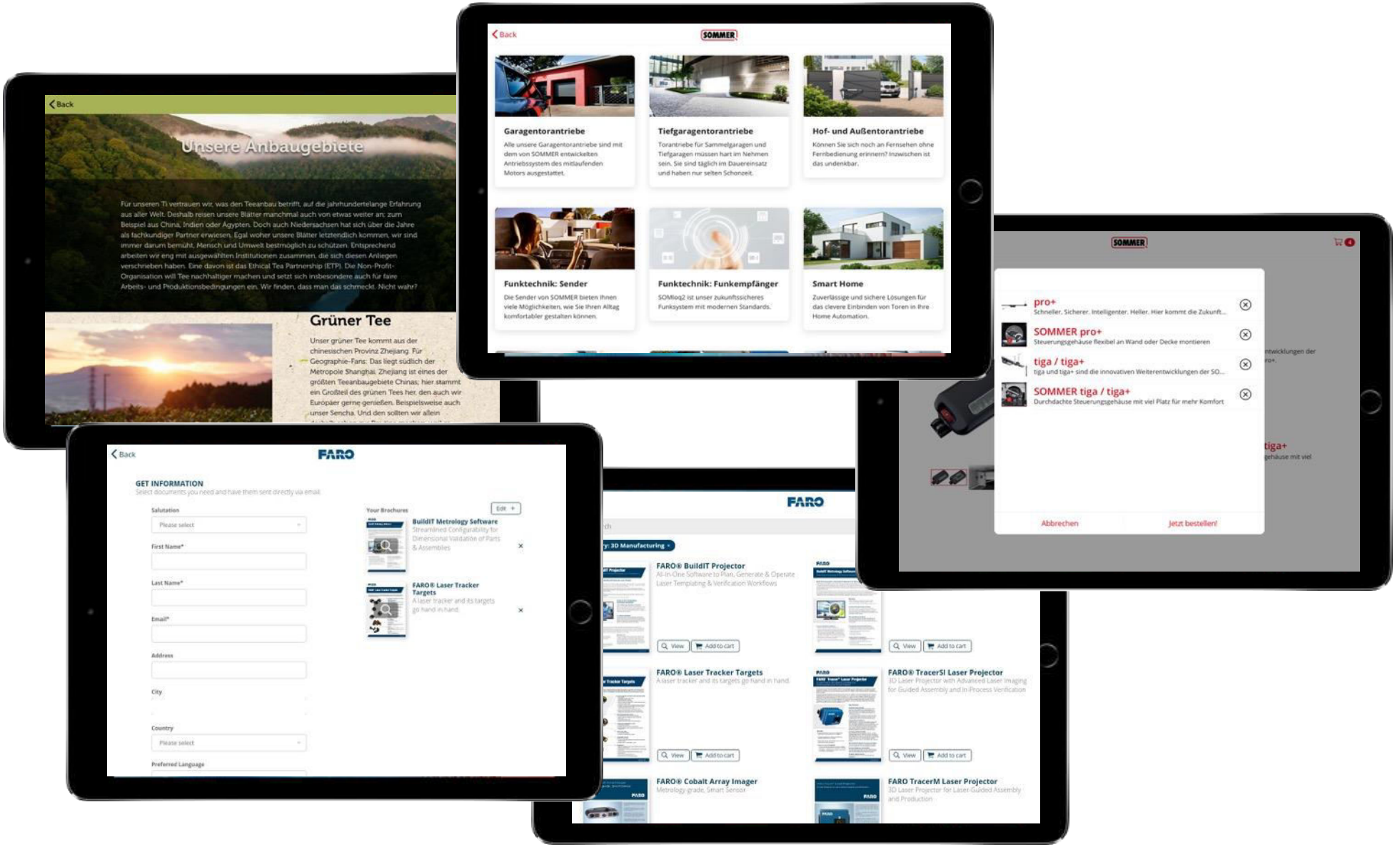
SHOW/KIOSK | Frontend – Views of Content-Assets inkl. shopping cart



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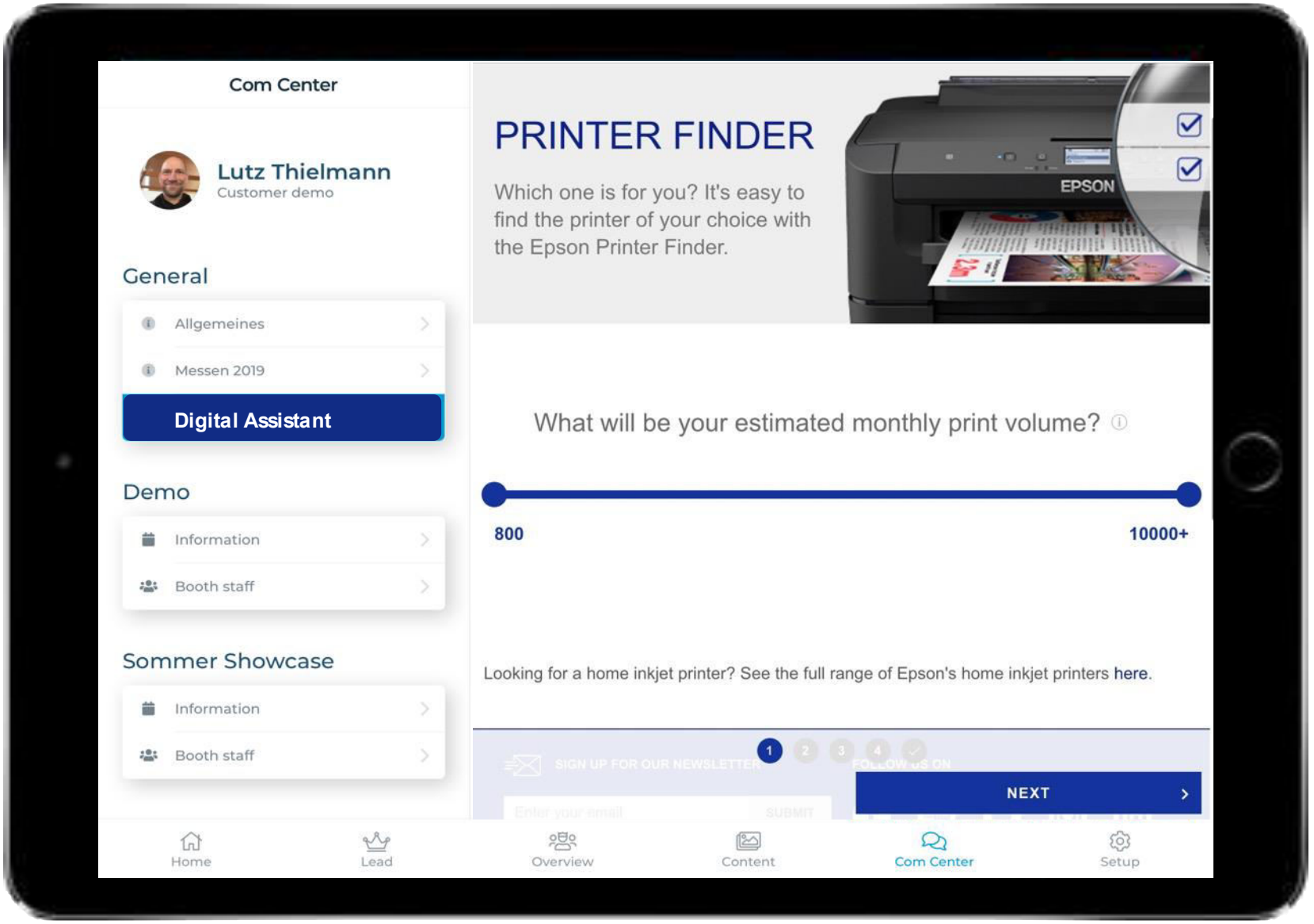
SHOW/KIOSK | Frontend – Integration of web services (e.g. digital assistant)



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

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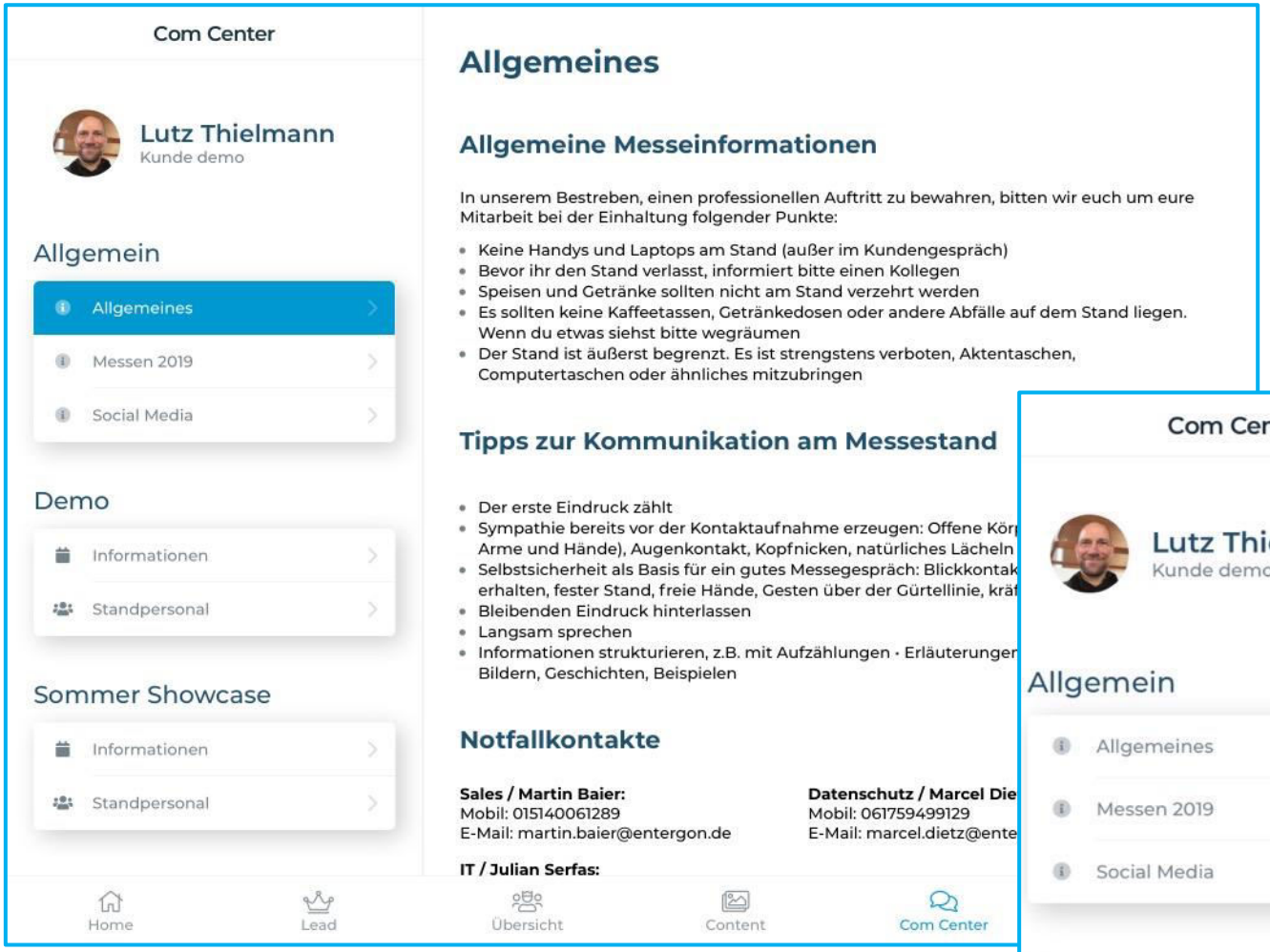
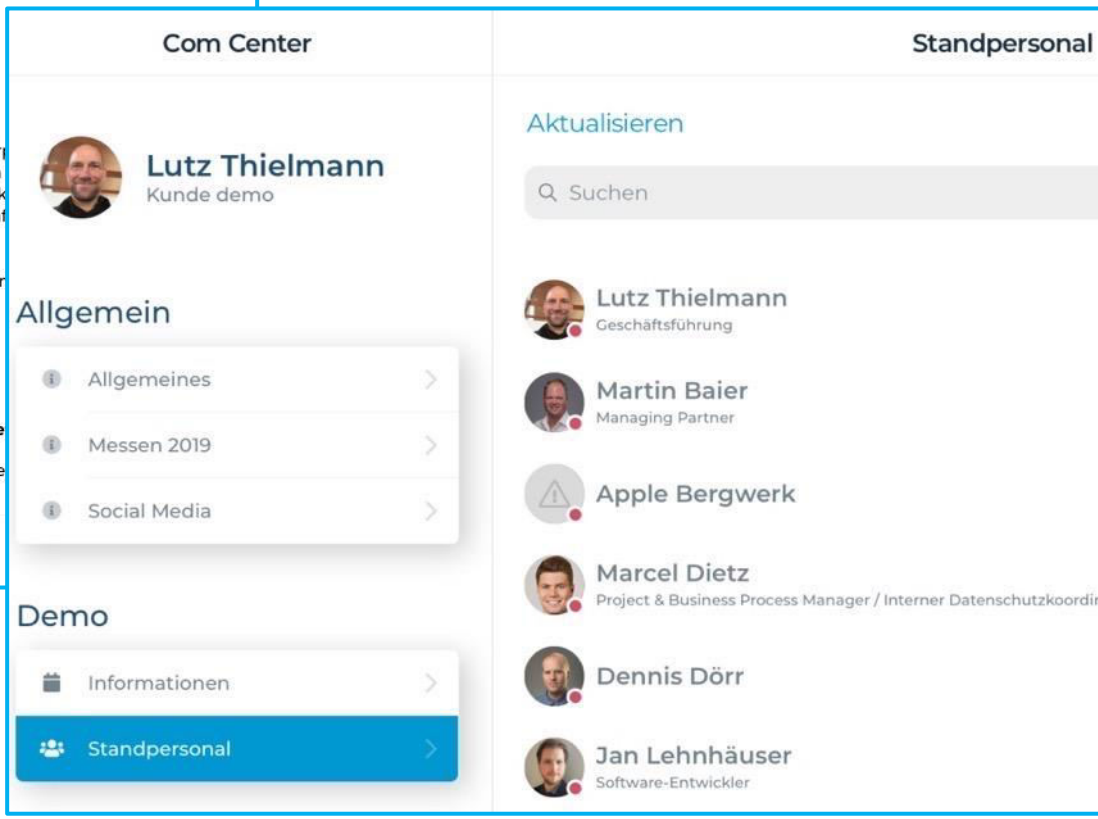
entergon Suite – SHOW: Frontend - Onboarding & briefing in the ComCenter





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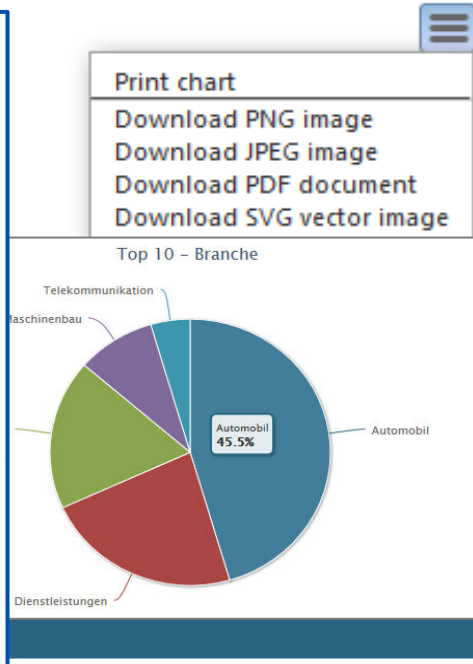
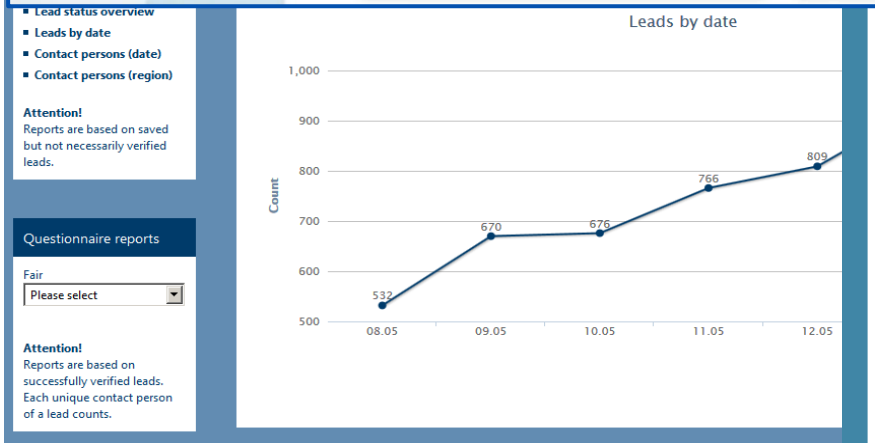
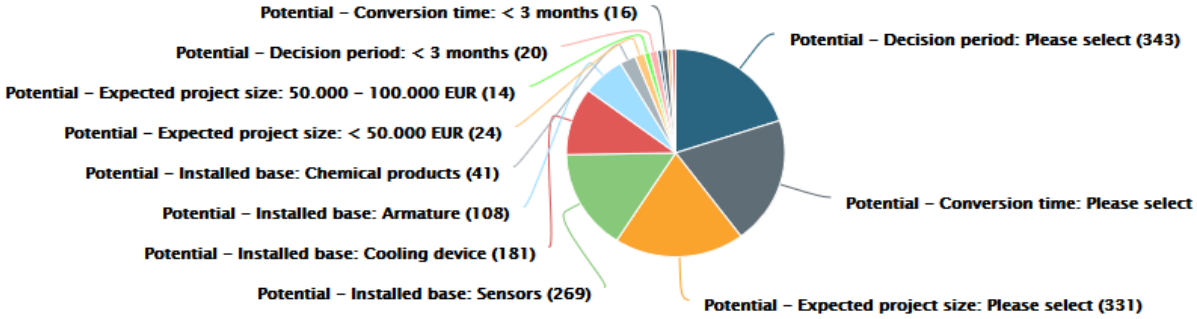
SHOW/KIOSK | Integrated lead capture management – Live reporting







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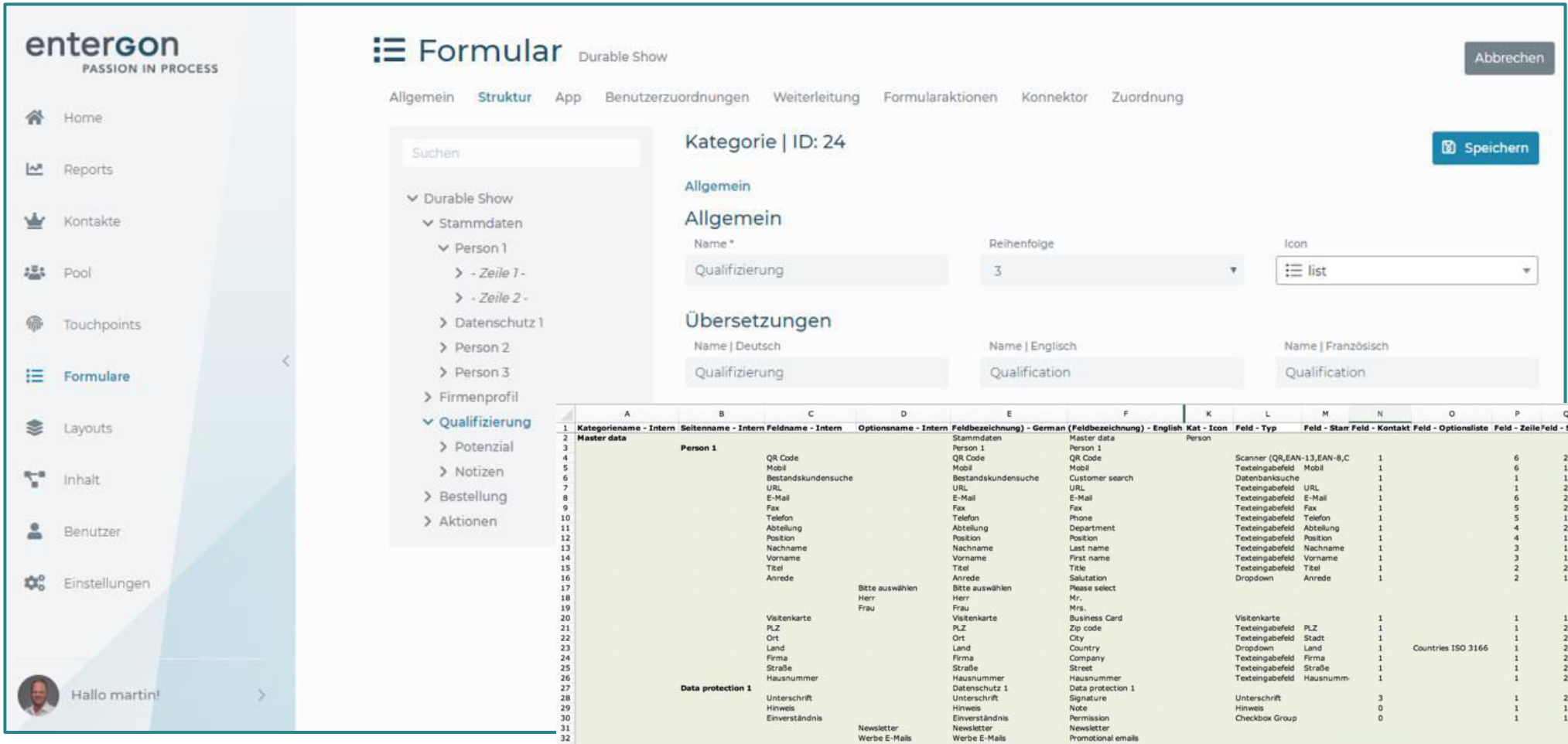
SHOW/KIOSK | Backend: Configuration of questionaire, or via per Excel



	A	B	C	D	E	F	K	L	M	N	O	P	Q	R
1	Kategoriename - Intern	Seitenname - Intern	Feldname - Intern	Optionsname - Intern	Feldbezeichnung) - German	(Feldbezeichnung) - English	Kat - Icon	Feld - Typ	Feld - Stan	Feld - Kontakt	Feld - Optionsliste	Feld - Zeile	Feld - Spalte	Feld - Rei
2	Master data				Stammdaten	Master data	Person							
3		Person 1			Person 1	Person 1								
4			QR Code		QR Code	QR Code		Scanner (QR,EAN-13,EAN-8,C		1		6	2	2
5			Mobil		Mobil	Mobil		Texteingabefeld	Mobil	1		6	1	1
6			Bestandskundensuche		Bestandskundensuche	Customer search		Datenbanksuche		1		1	1	1
7			URL		URL	URL		Texteingabefeld	URL	1		1	2	7
8			E-Mail		E-Mail	E-Mail		Texteingabefeld	E-Mail	1		6	2	1
9			Fax		Fax	Fax		Texteingabefeld	Fax	1		5	2	1
10			Telefon		Telefon	Phone		Texteingabefeld	Telefon	1		5	1	1
11			Abteilung		Abteilung	Department		Texteingabefeld	Abteilung	1		4	2	1
12			Position		Position	Position		Texteingabefeld	Position	1		4	1	1
13			Nachname		Nachname	Last name		Texteingabefeld	Nachname	1		3	1	2
14			Vorname		Vorname	First name		Texteingabefeld	Vorname	1		3	1	1
15			Titel		Titel	Title		Texteingabefeld	Titel	1		2	2	1
16			Anrede		Anrede	Salutation		Dropdown	Anrede	1		2	1	1
17				Bitte auswählen	Bitte auswählen	Please select								
18				Herr	Herr	Mr.								
19				Frau	Frau	Mrs.								
20			Visitenkarte		Visitenkarte	Business Card		Visitenkarte		1		1	1	2
21			PLZ		PLZ	Zip code		Texteingabefeld	PLZ	1		1	2	4
22			Ort		City	City		Texteingabefeld	Stadt	1		1	2	5
23			Land		Land	Country		Dropdown	Land	1	Countries ISO 3166	1	2	6
24			Firma		Firma	Company		Texteingabefeld	Firma	1		1	2	1
25			Straße		Straße	Street		Texteingabefeld	Straße	1		1	2	2
26			Hausnummer		Hausnummer	Hausnummer		Texteingabefeld	Hausnumm	1		1	2	3
27		Data protection 1			Datenschutz 1	Data protection 1								
28			Unterschrift		Unterschrift	Signature		Unterschrift		3		1	2	1
29			Hinweis		Hinweis	Note		Hinweis		0		1	1	2
30			Einverständnis		Einverständnis	Permission		Checkbox Group		0		1	1	1
31				Newsletter	Newsletter	Newsletter								
32				Werbe E-Mails	Werbe E-Mails	Promotional emails								
33				Telefon	Telefon	Phone								
34				Fax	Fax	Fax								
35				SMS	SMS	SMS								
36	Qualification				Qualifizierung	Qualification	Options							
37		Potential Lead Management			Potenzial Lead Management	Potential Lead Management								
38			Project in plan		Konkretes Projekt?	Project in plan?		Toggle Switch (Ja/Nein)		0		2	2	1
39			Lösungen im Einsatz		Lösungen im Einsatz	Installed solutions		Checkbox Group		0		2	1	1
40				CRM-System	CRM-System	CRM-System								
41				E-Mail-Marketing	E-Mail-Marketing	E-Mail-Marketing								
42				Lead campaigns	Leadkampagnen	Leadkampagnen								
43				Lead capture fairs	Messeleaderfassung	Lead capture fairs								
44				Marketing Automation	Marketing Automation	Marketing Automation								
45				Online-Berater	Online-Berater	Online-Berater								
46				Product configurator	Produktkonfiguratoren	Product configurators								
47				Webseiten-Tracker	Webseiten-Tracker	Webseiten-Tracker								

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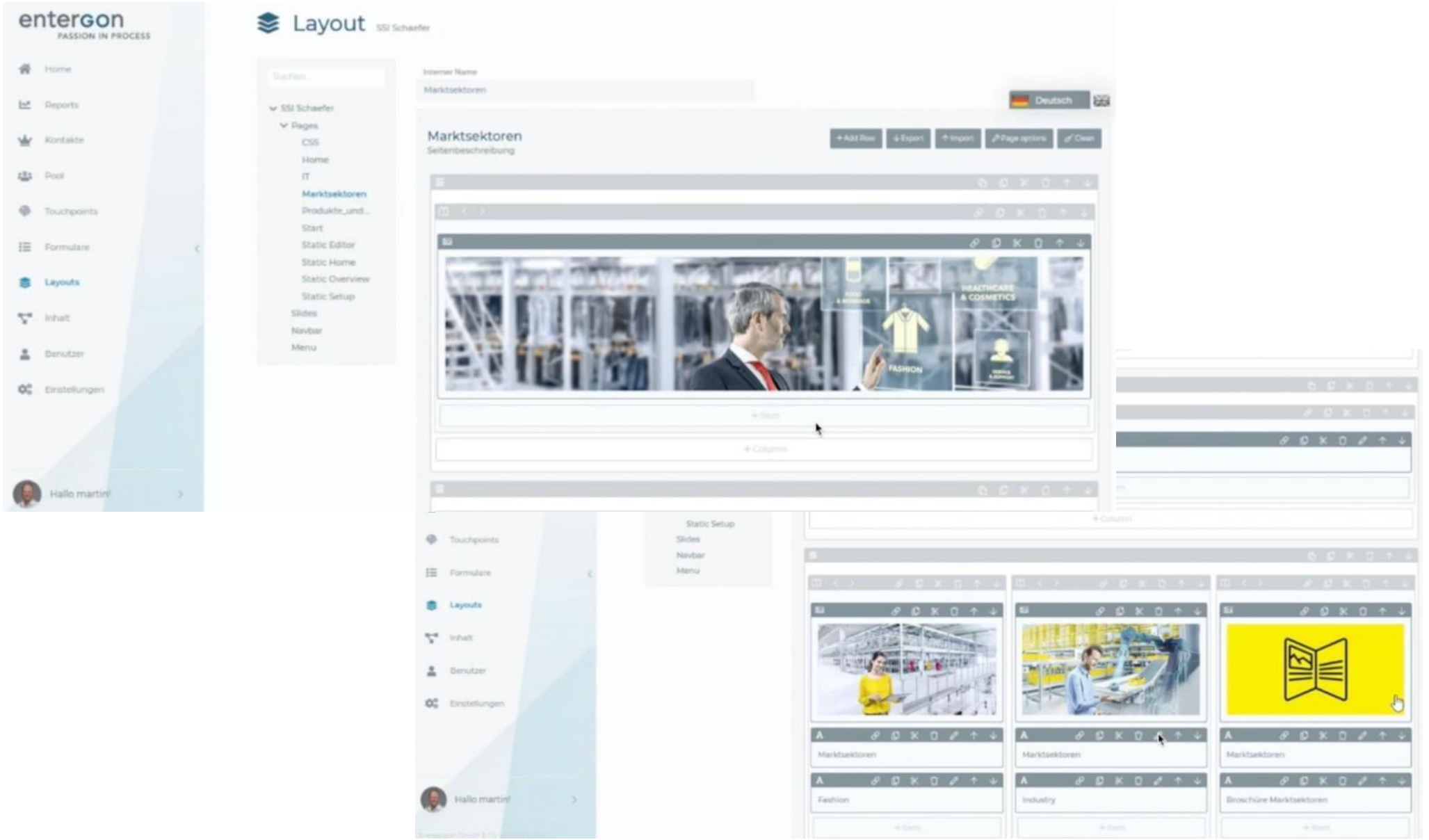
SHOW/KIOSK | Integrated lead capture management – CMS editor



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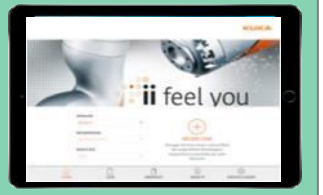
entergon Suite - Price indication for the applications SHOW and KIOSK

by # of fairs

by # of users



application SHOW

Setup /

by # of devices

& by # form activities und by # usage

application KIOSK

Setup /

by # of devices

& by # form activities und by # usage

application ePROMOTION

Setup /

API CONNECT EXPORT

Setup /

API CONNECT MARKETING AUTOMATION

Setup /

API CONNECT LIVE-ACCESS

Setup /

API CONNECT BATCH CODE

Setup /

INTEGRATED DATA BASE

Setup /

ABILITY OF INSTANCES

Setup /

INTEGRATION THIRD PARTY-APPLICATIONS

Setup /

t.b.c.

t.b.c.

entergon Suite, moduls

Setup /

entergon Suite, basic licence cost

Setup on-time setup cost

monthly cost (SaaS)

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entergon Suite - Roadmap view applications 2019-2021

+ **SHOW** — February 2020
  Fair lead management

+ **KIOSK** — April 2020
  Interactive touch solution
  for infotainment/self service

+ **EVENT** — September 2020
  Event and attendee management

+ **SALES** — January 2021
  Mobile app for multimedia field service support

One suite, unlimited solutions

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PASSION IN PROCESS

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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

Thielmann Consulting

Case Study | Agilent Technologies Sales & Services GmbH & Co

Customer

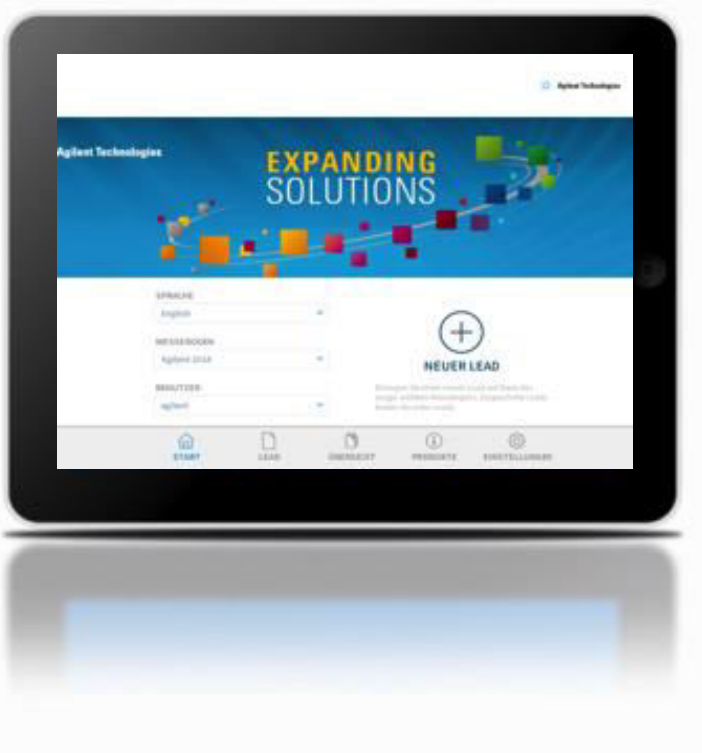
- Developer, manufacturer and supplier of equipment, systems and solutions in the areas of measurement and testing technology, electronics and medical electronics (19,000 employees worldwide)

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



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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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