

## Magnum 7 – movento Bulgaria wins SAP CRM Service Project

**Plovdiv, February 25, 2010** – Magnum 7, a leading service company in the refrigeration technology sector that is headquartered in Sofia, has selected movento Bulgaria OOD as its CRM system integrator. In the course of the project, movento will implement service and sales scenarios on the basis of SAP CRM 7.0 and integrate the process flows seamlessly into the existing ERP system (SAP ERP 6.0).

Essential project modules that increase the service quality are the mobile connection of the service technicians, the provision of customer self-service possibilities via the Magnum 7 Service Portal, as well as integrated figure reporting for the service management.

The mobile solution enables the service technicians to handle the service processes on their laptops. The data can be used and maintained equally well online and offline; synchronization takes place automatically. Via the service portal, in the future customers of Magnum 7 will be able to check the status of their service requests online and call up quick, up-to-date, and accurate information about the service process. Magnum 7's service management will also profit from the new solution. Efficient service analyses can be set up easily. Relevant service figures are thus available to the Service Manager at any time and allow fact-based decision-making.

"It is precisely service processes that offer great savings potential. Via the service technicians' mobile connection and the provision of customer self-service possibilities, service employees' work becomes much easier. With improved service quality, customer satisfaction increases since customers receive quick, up-to-date, accurate information about the service process that can be called up at any time," explains Borislav Minkov, Managing Director of movento Bulgaria OOD, about the advantages of the Magnum 7 service project.

Both the mobile service solution as well as the portal connection are products of movento; these complement the SAP standard sensibly with individual solutions.

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### About movento Bulgaria OOD

movento Bulgaria OOD, headquartered in Plovdiv, is a subsidiary of the German movento GmbH and was established in 2008. movento Bulgaria is managed by Borislav Minkov, former manager at SAP Labs in Bulgaria and at SAP AG in Walldorf. Since March 2009, movento Bulgaria has been a member of the Extended Business Program of SAP Bulgaria.

The company's service portfolio includes support services in the SAP CRM environment, e-commerce developments, as well as process implementation with SAP CRM.

About movento:

**The technology comes from SAP. movento brings it to life.**

movento is a long-standing SAP Services partner and Special Expertise Partner SAP CRM with expertise in the areas of customer relationship management (CRM), Web Channel, Enterprise Mobility, and Business Intelligence (BI). The company's spectrum of services includes strategic management and process consulting as well as the complete implementation of business processes with SAP Business Suite and SAP NetWeaver.

movento offers slim yet custom-tailored solutions for optimizing customer-relevant processes in marketing, service, and sales and it shows how it is possible to establish profitable customer relationships through the use of the latest technologies. Holistic strategies for internal and external optimization, corporate performance management, and SAP BI round out our offerings. Even after the implementation, movento will assist its customers with extensive support services.

If necessary, the highly-qualified specialists in movento's development and support center in Bulgaria are at customers' disposal.

Proof? Well-known companies as well as specialized and dynamic medium-sized companies have successfully implemented more than 50 projects with movento. With more than 60 employees, movento has locations in Mannheim, Stuttgart, St. Gallen (Switzerland), and Plovdiv (Bulgaria).

For more information, please visit [www.movento.com](http://www.movento.com)