



Company Profile

Company Description

TOX PRESSOTECHNIK specializes in press engineering technology and provides innovative solutions for press drive systems, sheet metal joining and assembly equipment.

Headquarters

Weingarten, Germany

Founded

1978

Website

www.tox-en.com

Solution

Sugar Professional™

Solution Partner



TOX® PRESSOTECHNIK Unifies Global Sales, Marketing, and Customer Support

Sugar® Integration with SAP R3 Puts User Experience First

Founded over 30 years ago, TOX PRESSOTECHNIK is an international market leader in press engineering technology. With a large manufacturing and distribution network in over 38 countries, the company's commitment to service and quality has allowed it to gain a global presence. It offers sheet metal joining technology for a variety of automotive, household, and industrial products. TOX PRESSOTECHNIK customers include major international corporations and their suppliers in the automotive and household goods industries.

To maintain its loyal customer base and increase productivity, TOX PRESSOTECHNIK needed to strengthen customer relations with relationship-oriented marketing campaigns. Its SAP system provided financial, purchasing and production tools. Nevertheless, the company required a comprehensive, scalable CRM solution that could bolster its sales and marketing initiatives while providing a clear, standardized structure for use across eighteen countries. It also had to include sales support for lead generation, quote estimates and case management. Easy integration with the company's SAP system was another key consideration.

“As for Sugar I especially appreciate the traceability, completeness and liability. Sugar critically analyses by means of workflows and thus makes all operations transparent and predictable”

Dr.-Ing. Hinrich Dohrmann
Managing Director of Sales, TOX PRESSOTECHNIK

The Solution: Sugar Professional

TOX PRESSOTECHNIK chose SugarCRM based on its flexibility, ease of use and support for integration. With the help of Sugar gold level solutions partner MyCRM, TOX PRESSOTECHNIK began a phased approach to its worldwide implementation of Sugar Professional in 2007. With Sugar's intuitive user interface and ability to support multiple languages, TOX PRESSOTECHNIK rapidly deployed Sugar to over one hundred sales employees in eighteen countries.

Business Benefits

Since implementing Sugar Professional, TOX PRESSOTECHNIK has reduced manual processes and increased transparency. Seamless integration of Sugar with SAP enables easy exchange of customer and product information. Both solutions can access all relevant data, which simplifies the end-user experience. By integrating its business processes with opportunity management, TOX PRESSOTECHNIK has gained efficiency and improved its sales processes.

In a very short time, TOX PRESSOTECHNIK unified its sales processes and introduced a standardized reporting system. With the data stored in Sugar, TOX PRESSOTECHNIK can generate sales reports within minutes that deliver detailed visibility into its sales productivity and improve performance tracking.

SugarCRM has become an integral component of the TOX PRESSOTECHNIK organization. Managing Director of Sales at TOX PRESSOTECHNIK, Dr.-Ing. Hinrich Dohrmann explains, “As for Sugar I especially appreciate the traceability, completeness and liability. Sugar critically analyses by means of workflows and thus makes all operations transparent and predictable.”



www.sugarcrm.com

About TOX PRESSOTECHNIK

TOX PRESSOTECHNIK GmbH & Co. KG is your competent partner for innovative products and solutions in the sheet metal joining industry, press drives and presses. Take advantage of an extensive engineering know-how, a wide range of standard products and products custom tailored to your application. Our proven pneumohydraulic cylinder TOX-Powerpackage enables for a reliable and cost effective production, with press forces up to 2000 kN. The alternative High-Tech solution for the most demanding tasks is our TOX-ElectricDrive program offering forces up to 400 kN. A wide variety of TOX sheet metal joining methods provide you with unlimited possibilities for product development. Our presses and tongs programs offer solutions suitable for force fit, punching and marking applications. Staff members in 38 countries are ready to assist you anytime providing fast and comprehensive support.

For more information, visit www.tox-en.com

About MyCRM

MyCRM GmbH specializes in the implementation of CRM applications on the SugarCRM platform. As a customer, you will benefit from the depth of knowledge we provide for the rapid assembly and integration of a tailor-made system. MyCRM has a proven track record of delivering business value to customers by implementing mission-critical CRM solutions based on Sugar, as well as developing innovative applications that connect and extend the Sugar platform. For more information, visit www.mycrm.de