



Success Story

MACO: A global market leader reinvents sales management

Turning complexity in sales into a competitive advantage



How MACO and SYBIT use SAP Sales Cloud V2 to turn sales complexity into a competitive advantage

At first glance, window and door fittings may not seem like a digital business model. At MACO, however, the reality has long been different. The Austrian manufacturer not only develops and produces fittings for windows, doors and sliding elements, but also supports its customers with digital services, configurators, machine interfaces and data-driven applications. With around 2,600 employees, 16 sales subsidiaries and a presence in more than 40 markets, MACO is one of the world's leading providers in its industry.

As the business became more international, one central challenge grew with it: how can transparency and control be created across markets, products and customers when each sales organisation has its own requirements and complexity continues to increase?

For MACO, the answer was clear: growth, internationalisation and the increasing digitalisation of the industry require a shared data foundation and standardised sales processes - without sacrificing the specific characteristics of the business model.



Mayer & Co Beschläge GmbH



Headquarters: Salzburg



2,600 employees



Revenue: EUR 257 million (2022)

The challenge: Creating the right view of data

MACO has a highly complex product portfolio. This level of granularity is essential for production. For sales, however, it creates a problem: the data exists, but is often not available at the level at which sales decisions are made.

One example: while production systems manage individual components, hinges, rails or screws, sales needs a view of product groups, market potential and business opportunities. Until now, this was not available. The key open question for sales was therefore: which additional potential can still be developed with a customer?

At the same time, different markets worked with different approaches and data structures. For an internationally active organisation, it became increasingly important to establish a common language for products, customers and sales opportunities.

From a CRM system to a central sales platform

How do you proceed in such a multi-layered situation? Many companies with complex sales processes face a similar question today:

"Will it either become far too costly to map our specialised business model accurately, or will I have to generalise so much that I end up achieving nothing? Do I have to choose between standardisation and individualisation?"

MACO and SYBIT deliberately rejected this either-or choice. Together, they developed a new data and sales platform that combines the best of both worlds: around 90 per cent of requirements were implemented consistently using standard processes. The remaining 10 per cent were added selectively where they deliver immediate business value and make a real difference in day-to-day sales.

The technological foundation is a modern SAP landscape built around SAP Sales Cloud V2 and SAP Business AI Platform (formerly SAP BTP). Together, these solutions form the basis for a new, active working platform for sales. Information is no longer merely captured; it is used purposefully to identify potential, support decisions and steer sales activities. Today, the new platform supports sales with, among other things:

- mobile use by field sales teams
- close Outlook integration
- a central hub for sales-relevant data
- greater transparency around customer potential
- the integration of different data sources
- consistent sales management across national and organisational boundaries

The result is a scalable sales platform that enables standardisation while retaining enough flexibility to reflect the specific requirements of an internationally active market leader.



"For us, the decisive factor was making the complexity of our international business manageable while also making new growth potential visible. Together with SYBIT, we succeeded in combining standardisation and innovation in a meaningful way and creating a sales platform that brings our international sales organisations together on a shared data foundation. Today, we have significantly greater transparency around customer potential, can steer sales activities more precisely and make decisions based on consistent data. This strengthens collaboration across national borders and creates the foundation for further growth."

Manuel Biechl, Chief Sales Officer, MACO Group

Business impact: What MACO has already achieved

Together with SYBIT, MACO has deliberately created the conditions for implementing individual, sales-relevant use cases on a consistent data foundation. The focus was on solutions that deliver measurable value quickly - from greater transparency around customer potential to consistent management of products, customers and opportunities across national borders. Instead of merely managing data, sales can now actively use it to make more informed decisions and target growth opportunities more effectively.

1 Consistent view of products and customers

With the introduction of a sales-oriented product hierarchy and a central profile master, a shared data foundation for the entire sales organisation was created for the first time. Products, customer information, opportunities, leads, market potential and analyses are now viewed at a level that reflects the actual requirements of sales, whereas they had previously been structured primarily for manufacturing and logistics. This results in consistent analyses, better comparability between markets and significantly simpler collaboration across national and organisational boundaries.

2 Transparency around market potential and opportunities

The customer-capacity logic delivers particular value. Instead of simply documenting existing customer relationships, sales can now systematically analyse which market potential has already been realised and where additional growth opportunities remain. Production capacities, installed machinery, market shares and competitive information are brought together in one central context. This creates a significantly better basis for sales management decisions and the prioritisation of sales activities. Risks can also be identified at an early stage and tracked directly within the opportunity process.



3 Faster lead processing

MACO benefits from a significantly more efficient lead process, particularly at trade fairs and events. Prospects can be captured digitally on site and transferred seamlessly into sales processes. Master data, product interests and growth potential are immediately available to sales. This significantly shortens the time between initial contact and active follow-up, allowing new business opportunities to be pursued more quickly.

4 Higher data quality with less administrative effort

The Admin Customising Hub provides a central workspace for selection lists, rule sets and sales-relevant master data. In this hub, requests from the business for adjustments to BTP applications can be implemented more quickly without programming skills. Centrally maintained rules also provide the basis for automation within the platform. The result is more consistent data, fewer sources of error and significantly less administrative effort for IT and CRM teams.

5 Scalable platform for international growth

The newly created platform supports mobile use by field sales teams, integrates different data sources and serves as a central hub for sales-relevant information. At the same time, it enables consistent sales management across markets, regions and organisational units. MACO therefore has a scalable foundation for further growth, future digitalisation initiatives and the continuous development of its international sales organisation.



"For us, digital transformation means more than introducing new technologies. Together with SYBIT, we have created a platform that combines standardisation and innovation while consistently supporting MACO's long-term digital strategy. With a shared data foundation, scalable processes and targeted innovations, we are creating the basis for responding more quickly to future market requirements and driving the digital development of our company forward in a sustainable way."

Florin Guma, Chief Digital Officer, MACO Group

The technological foundation

SAP landscape

- SAP Sales Cloud V2
- SAP Service Cloud V2
- SAP Datasphere
- SAP Analytics Cloud
- SAP Integration Suite
- SAP Business AI Platform (formerly SAP BTP)

SAP Business AI Platform as an innovation platform

- Customer capacity app for potential analysis
- Central profile master for consistent master data
- Risk opportunities and other sales-specific extensions
- Flexible implementation of business-critical use cases without moving away from the standard

The result: A platform for further growth

MACO's transformation of digital sales has created far more than a new CRM system. The real achievement of the project lies in making complexity manageable. By combining standardised processes, a shared data foundation, targeted innovations and the technology platform around SAP Sales Cloud V2, MACO has created the foundation for modern sales management that enables future growth.

Today, the company has:

- a shared data foundation for international sales organisations
- standardised sales processes across national borders
- targeted custom developments that deliver genuine business impact
- a future-ready platform for further digitalisation initiatives
- the technological foundation for the next transformation steps within the SAP landscape

MACO therefore provides a compelling example of how companies can successfully combine standardisation, data quality and individual business requirements even in complex international market environments.



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customers

350+

employees

100%

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No.1

in CX across Europe

Top 10

IT employer

25+

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step together!**

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