



# CRM

PiSA sales

## CLOUD CRM WITH MAXIMUM RELIABILITY

CRM is the current trend: More than half of companies (57 percent) now use professional software for their Customer Relationship Management. This is the result of a study conducted by IDG Research in 2018. Demand is rising above all in the area of cloud-based offerings, as CRM providers like PiSA sales from Berlin are increasingly discovering.

More and more companies want an on-demand solution that can be flexibly booked from the data centers of commercial providers. It's a development that PiSA sales wanted to respond to. But the need for data security and data protection is particularly high in the CRM area.

That's why PiSA sales was looking for a public cloud provider that would tick all the right boxes on this issue. Today, the company offers its software on demand from the highly secure Open Telekom Cloud. More and more customers are booking their PiSA sales CRM system from the cloud instead of on-premises. And the proportion of cloud users is rising – largely thanks to Deutsche Telekom's strong reputation as a reliable cloud partner.

### AT A GLANCE

**The Task:** PiSA sales was looking for a secure cloud to host its CRM system. However, in the area of CRM in particular, there is very high sensitivity with regard to data security and data protection. Furthermore, PiSA sales was also dissatisfied with the price/performance ratio of its previous cloud provider.

**The Solution:** The Berlin-based software company uses several virtual machines and Object Based Storage (OBS) from Telekom's multi-certified data centers at a good price/performance ratio. PiSA sales also participates in Telekom's Solution Partner Program.

**The Advantages:** The CRM provider receives sales and marketing support from Telekom. Customers are convinced by the reliability of the brand and the integrity of the CRM solution from the PiSA sales cloud – among other things "thanks to the magenta T," as PiSA sales itself says.



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## THE CUSTOMER: PISA SALES

PiSA sales offers software solutions for Customer Relationship Management (CRM) and Any Relationship Management (XRM) in an SME environment. The CRM system of the Berlin-based company, founded in 1989, is one of the most powerful on the German market. With software modules for marketing, sales and service processes, PiSA sales goes far beyond the usual CRM functions – and successfully holds its own against hyperscalers such as Salesforce, Microsoft or SAP. The CRM provider achieves this by, among other things, skillfully combining standardized software modules with individual adaptations. “Almost half of our new developments are based on the ideas and wishes of our customers. In this way, we work efficiently and are customer-centered,” says Dirk Kosellek, Head of Marketing and Market Development at PiSA sales.

## THE CHALLENGE

PiSA sales' customers had recently been expressing an increased desire for CRM software from the cloud that could be used on demand instead of installing an on-premises solution. Although PiSA sales already had a cloud provider, it didn't meet the company's requirements: for one thing, the price/performance ratio was not satisfactory. In addition, PiSA sales wanted a provider with a strong reputation for data security and data protection. “It had to be a provider that not only met our requirements, but also convinced our customers with the integrity of its brand alone,” says Kosellek. For these reasons, PiSA sales switched to the Open Telekom Cloud.

## THE SOLUTION

In the meantime, PiSA sales has become not only a customer but also a Solution Partner of Deutsche Telekom. With the Solution Partner Program, Deutsche Telekom supports IT service companies, system integrators and other IT solution providers in making their existing offerings cloud-ready and developing new business models based on the Open Telekom Cloud. Today, PiSA sales uses several virtual machines and Object Based Storage (OBS) and can scale spontaneously at any time if required. The data centers in Saxony-Anhalt, from which Deutsche Telekom provides its public cloud offering, have received several awards for their particularly high level of data security and data protection. For example, the Open Telekom Cloud meets the requirements of the Trusted Cloud



Picture: PiSA sales

PiSA Sales from Berlin offers Customer and Any Relationship Management.

Data Protection Profile (TCDP) in Version 1.0. This attests that Telekom's public cloud solution is currently one of the few offerings on the market to have a legally compliant data protection certification for defined cloud services.

## THE CUSTOMER BENEFITS

As a member of the Solution Partner Program, PiSA sales benefits from training as well as sales and marketing support from Telekom. The impressive price/performance ratio and the solution, which is unique on the market, have enabled the company to increase its revenues. “Since we started using the Open Telekom Cloud, a growing number of our customers have been using the cloud version of our solution,” says PiSA sales marketing director Kosellek. “This is due in part to the Telekom brand, which stands for seriousness and integrity. We are optimistic that this and our close partnership with the provider will enable us to further increase the cloud portion of our solution in the future.”



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