

## Optimized sales and operations planning for Projektron GmbH

Projektron GmbH is successfully using BGI Solutions' ThematicMapper. Together with the latest version of Java-based *Projektron BCS*, BGI ThematicMapper will automatically be delivered with every license of *Projektron BCS* as Plug-in with an optional connection.

How can resources like sales appointments and assignment of project members be coordinated optimally with marketing events with regards to reduced travelling costs and CO2 emissions? Where is the main focus regarding businesses, potential and sales volumes? Geocoding and map visualization of customers and partners with the BGI ThematicMapper allows pin-pointing the ideal location. This is applicable for customer calls and specific events as well as for the assignment of local project personnel. Therefore efficiency due to a quicker call schedule and sales planning was improved, and the number of visits per day and sales rep could be increased.

**Maik Dorl**, CEO Projektron GmbH, responsible for sales:

*„From now on BCS users can quickly find many additional acquisition chances close to a customer call, visualized on a map, and they can plan projects for local freelancers more cost efficiently. This is so much better than sorting through a list of postcodes.“*

Projektron GmbH is one of the leading developers of project management software and was founded in 2001. The company is a product business, whose core activity is the continued development of Projektron BCS. Projektron offers consulting services for the introduction, integration and expansion of Projektron BCS. . More than 300 customers in Germany, Italy, Luxembourg, Netherlands, Austria and Switzerland are using Projektron BCS. The company is headquartered in Berlin and currently employs 60 people.



**Maik Dorl**  
CEO Projektron GmbH

[www.projektron.de](http://www.projektron.de)

