



### **DMG MORI: Digital customer processes from the cloud and machines "as a service"**

DMG MORI wants to expand its core business using "integrated digitalization" i.e. through automation and innovative IT solutions. At the same time, the machine manufacturer is digitizing, harmonizing and streamlining processes in sales, service and marketing as well in order to serve customers more efficiently and in a more targeted manner. For this purpose, they are using cloud platform Microsoft Dynamics 365 Customer Engagement and are advised on the implementation of ORBIS SE.

# DMG MORI: Digital customer processes from the cloud and machines "as a service"

DMG MORI systems are used in machinery of renowned manufacturers and suppliers, no matter whether they produce complex packaging systems, series or individual parts, assemblies, injection molds or precision tools. The company is one of the world's leading manufacturers in their field. *"We produce powerful, high quality machining machine tools and systems with a clear and modern design for additive manufacturing. Everything is designed to support users as best as possible in their work,"* explains Andre Torke, Head of IT Process Engineering Sales at DMG MORI.

## DMG MORI Aktiengesellschaft

Head office: Bielefeld

Industry: Maschinenbau

Production facilities: 14

Staff: über 6.500

[us.dmgmori.com/](http://us.dmgmori.com/)

## Innovative EaaS and SaaS model

The machine manufacturer sees digital transformation as the opportunity to further strengthen and expand its market position. In the context of the "integrated digitization" strategy, they are expanding their core business through automation and digital end-to-end solutions: for example, for processes from planning to preparation to production, for IoT-based machine monitoring and an intelligent maintenance and service management.

Under the name PAYZR (Pay with Zero Risk), DMG MORI is currently establishing two innovative models for Equipment as a Service (EaaS) and Software as a Service (SaaS) on a subscription basis: Depending on the machine package and the contract term (12, 24, 36 months), a fixed rate for maintenance, service and insurance and a variable pay-per-use fee for the spindle hours actually used are incurred every month. Expensive one-time capital expenditures (CapEx) are thus transformed into manageable monthly operating expenditures (OpEx) – a big advantage for customers. The EaaS offer, which currently applies to two milling machines and primarily in Europe, should now gradually be expanded to other machines.

## CRM data from the Microsoft Cloud

DMG MORI considers cross-location, consistent, IT-supported, standardized and automated processes to be just as important to business success. In sales, marketing and service, the company is building on the cloud solution Microsoft Dynamics 365 Customer Engagement for this purpose. On the CRM platform, which replaces a heterogeneous CRM landscape, sales and service-related information is now centrally and uniformly merged in the Microsoft cloud company-wide – keyword Single Point of Truth –, networked and structured and managed in high quality.



DMG MORI angle-head turbine housing

The approximately 2,700 end users in sales can always access the data in the cloud in the context of their respective role and authorization. Using modern IT support, they now take care of their tasks more efficiently and faster. Thanks to the data access possible around the

clock, they are up to date regarding customer-related activities or on the current status of a sales opportunity at all times. This not only improves internal communication, but above all shortens the response times in interacting with customers and prospective customers - which is a critical factor these days.

### **EaaS model also integrated in Microsoft**

The new PAYZR processes are also handled integrated in the cloud CRM: from the configuration in the DMG MORI online store powered by Adamos to the subscription and the creation of an opportunity, to the data handover for contract conclusion to the lease provider and the transmission of spindle hours for billing. Before contract conclusion, all applicant information is checked for correctness and compared against current sanctions lists. Traffic light colors indicate whether the deal can be concluded immediately (green), or additional information is to be obtained beforehand (yellow), or they warn against concluding a contract (red).

Sales management and general management also benefit from the uniform data management in the cloud. For sales controlling and when making decisions, they can now rely on very meaningful and graphically clear evaluations created in Microsoft Power BI. Another plus is the fact that marketing can plan its campaigns in a targeted manner and reduce waste coverage thanks to central data management.

### **Factors for CRM selection**

Several factors turned the scales in favor of Microsoft Dynamics 365: A department at DMG MORI had already initiated the introduction of the solution. In addition, it offered advantages compared to other CRM solutions, but also in terms of integration with Microsoft 365 (previously: Office 365) and Microsoft SharePoint Online, both group standard at DMG MORI. The fact that Microsoft first provides new functions in the cloud or even develops them exclusively for the cloud spoke in favor of the cloud version.

ORBIS SE has been on board this long-term, challenging digitalization project from the start as an advising and implementation partner. The Saarbrücken-based IT service provider has extensive experience and comprehensive knowledge related to customer processes in Microsoft Dynamics 365. In addition to the very good cooperation, the continuity of personnel and the high personal commitment of the ORBIS team as well as short decision-making paths have contributed to the success of the project.

### **More optimizations planned**

Andre Torke's positive conclusion:

*"Every IT project has highs and lows, but with ORBIS support, we have so far mastered all challenges and significantly increased the efficiency and transparency of our customer-oriented processes."*

However, "integrated digitization" is far from over. It is currently being checked whether additional optimizations are possible with new CRM functions and apps from Microsoft.

The sales force, for example, is to work with the Dynamics 365 Sales mobile app in the future – it will replace the solution used so far – on mobile devices in the usual look and feel of the Microsoft Dynamics 365 interface. At the same time, the use of omnichannel technologies, such as a chat function as part of the product configuration or AI algorithms that remind sales staff of tasks in advance and make suggestions is being considered.



Andre Torke, Head of IT Process Engineering Sales at DMG MORI

## Contact

### **ORBIS AG**

Nell-Breuning-Allee 3-5  
66115 Saarbrücken

Phone: +49 (0)6 81/99 24-0

Fax: +49 (0)6 81/99 24-222

Internet: [www.orbis.de](http://www.orbis.de)

Email: [info@orbis.de](mailto:info@orbis.de)

## More Information



[www.orbis.de/en/microsoft-consulting/dynamics-365-sales](http://www.orbis.de/en/microsoft-consulting/dynamics-365-sales)

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ORBIS SE, Nell-Breuning-Allee 3-5, D-66115 Saarbrücken, Phone: +49 (0) 681 / 99 24-0, E-Mail: [info@orbis.de](mailto:info@orbis.de), [www.orbis.de](http://www.orbis.de)

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