

# STIHL Digital

STIHL Digital is the venture capital division of the STIHL Group, the global manufacturer of engine-powered equipment for forestry and agriculture, landscape maintenance, the construction industry and private users. The experienced team at STIHL Digital focuses on late-seed investment in these areas.

STIHL Digital approached cloudworx with the desire to implement Salesforce. The team needed a flexible and collaborative IT system in which all investment requests and related processes could be handled more efficiently. It was important for the staff to have an overview of the current status of the investment process at any given moment. The specific goals of our assignment were:

CHALLENGE

- Mapping of individual investment and collaboration processes in a new Salesforce instance
- Integration of an event management process to manage startup and investor events and their participants
- Migration of data into the system and establishment of a backup solution
- Creation of numerous dashboards and reports to drive KPIs



**Benjamin Junghans**

STIHL DIGITAL, SENIOR INVESTMENT MANAGER

*„Countless Excel spreadsheets and different programs where you have to enter the same data over and over again; thankfully a thing of the past thanks to Timo and his team at our company.“*

SOLUTIONS



### Seamless business processes

Creation of comprehensive list views to ensure a clean process flow



### Controlling/Reporting in real-time

Comprehensive reports and dashboards to monitor all relevant business metrics

RESULTS



Investment process:  
Digital coverage  
(FROM 20% TO 99%)



Net system processing time  
per start-up request  
(FROM 120 TO 15 MINUTEN)



Collaboration process:  
Digital coverage  
(FROM 15% TO 80%)



Event management process:  
Digital coverage  
(FROM 10% TO 99%)