



## CUSTOMER SUCCESS STORY

# How to Roll Out Agentic CRM Across a Global Manufacturing Organization



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ABOUT COMPANY

# Global adhesive technology leader modernizes sales operations **across three continents**

EMPLOYEES **~1,700**

COUNTRIES SERVED **70+**

FOUNDED **1851**

ANNUAL SALES **\$700M+**



Polymerization



Formulation



Extrusion



Coating



Converting



Laminating



Die-cutting



Testing



Applying



Pick & Place

**15** Sites  
Unified

**3** Months  
Americas  
Implementation

**18** Months Full Global  
Implementation



## INFOGRAPHIC — COMPARISON

# Before vs. **After.**

## Before

- ✗ Multiple disconnected regional CRM systems
- ✗ Limited visibility across regions and teams
- ✗ Inconsistent sales processes and reporting
- ✗ Difficult deal-risk evaluation and forecasting
- ✗ Slow scaling of improvements and best practices

## After

- ✓ One unified global CRM platform
- ✓ Centralized 360° customer and pipeline visibility
- ✓ Standardized global sales framework
- ✓ Real-time dashboards and analytics
- ✓ Faster rollout replication and continuous optimization



GOLDEN TRIANGLE: CUSTOMER, PRODUCT, AND APPLICATION

# Intelligence and Agility into Sales Operations

## Using Creatio, Lohmann's sales and technical experts can:

- Track global opportunities and manage customer relationships in one system
- Analyze which industries, materials, and bonding solutions perform best across markets
- Monitor heat ratio and activity data to optimize portfolio focus and customer targeting
- Use Creatio as a collaboration layer between sales, R&D, and operations





**Thank you!**