

MANUFACTURING CASE STUDY

Industry-leading manufacturer drives digital transformation with Mediafly

INDUSTRY: MANUFACTURING
igus | Cologne, Germany | 3,000+ employees



The Challenge

igus, a German-based manufacturer of polymer products, sought to enhance the way their 1000-member sales team pitched to potential clients. By implementing a sales enablement software, the company hoped to increase efficiency and alleviate the inconvenience of carrying cumbersome sales literature.



“The Mediafly app makes our sales job easier. I don’t have to carry in tons of brochures, tons of testimonials, tons of product demonstration pages. It’s all right there in the app. I just click on the page I need and show the customer. It looks very professional.” - *igus*

The Solution

igus implemented Mediafly’s platform for Evolved Selling™ to empower their sales team to improve engagement with prospective clients. With Mediafly, sales reps have the ability to incorporate interactive features and real-time, data-driven insights into their presentations to create a more personalized and engaging buyer experience.



The Result

Mediafly enabled igus to align their marketing and sales teams for increased efficiency and more effective sales interactions.

MEDIAFLY CLIENTS

igus®

DIRTT
Build better.™

SONOCO®

About Mediafly

Mediafly is a mobile sales enablement solution that enhances how brands engage prospective buyers. By using Mediafly’s technology, marketing and sales teams at companies including PepsiCo, Disney, GE Healthcare, MillerCoors and Charles Schwab, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly’s Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for four years consecutively in addition to being named Inc.’s Best Places to Work of 2017. Visit Mediafly.com or follow @Mediafly for more information.

Interested in learning more? Visit us at mediafly.com or call 1.312.281.5175.