

MHP was rated by Salesforce as one of the best implementation partners.

**Next level in the Salesforce partner programme**

31st. October 2023

# MHP among top Salesforce partners

- Porsche subsidiary MHP is now a Salesforce Crest consulting partner
- Decisive factors were consistently high performance as well as innovative consulting and implementation approaches in AI, data and CRM

**Ludwigsburg** – The management and IT consultancy MHP recently achieved a new partner status in its collaboration with Salesforce, the leading provider of customer relationship management solutions. As of now, MHP is one of Salesforce's few Crest partners, making it one of the top Salesforce partners in Germany. Crest is the equivalent of a "Gold Partner" status.

Jennifer Alves, Partner Account Manager for Salesforce at MHP: "We are incredibly proud that our partner Salesforce has given us this classification. After all, it shows how successfully we have implemented Salesforce's cloud-based CRM solutions in a range of customer projects. Our clear focus on the different industries, like Salesforce Hybrid Automotive Retail Platform (SHARP) for the car business, for example, and our capability for seamless SAP integration is what makes us so special as an implementation partner. Thanks go to the team for its commitment to achieving better customer management."

The Salesforce Crest partner status can only be achieved by fulfilling various challenging criteria. These include a certain number of Salesforce reference customers and their annual contract value, as well as the number of certified employees. The qualifying points system shows that this year MHP has already met or even exceeded all the necessary criteria.

Markus Meukel, Vice President Alliances & Channels at Salesforce for Germany and Switzerland, adds: "Congratulations to MHP for reaching the next level in the Salesforce Partner Programme. We very much appreciate their laser-sharp focus on industry and the high quality of their performance in our collaboration and, with the innovative offering AI+Data+CRM+Trust, we're looking forward to taking a common approach to an exciting new era in IT."

## Presse-Kontakt

MHP Management-  
und IT-Beratung GmbH

**Benjamin Brodbeck**  
Senior PR Specialist  
+49 (0) 152 33 14 58 09  
Benjamin.Brodbeck@mhp.com



**Ann Holz**  
Senior PR Specialist  
+49 (0) 152 22 60 56 61  
Ann.Holz@mhp.com



MHP Media / Newsroom  
[www.mhp.com/newsroom](http://www.mhp.com/newsroom)

MHP has been a strategic partner for Salesforce since 2019. Together they are committed to the digital transformation of customer-relevant processes for marketing, sales, service, online & local commerce."



# ENABLING YOU TO SHAPE A BETTER TOMORROW

## **About MHP**

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 27 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 4,500 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

[www.mhp.com](http://www.mhp.com)