



Persistent

A picture-perfect partnership: Europe's largest photo finishing provider CEWE transforms customer experience with Persistent.

Salesforce Marketing Cloud-based solution to be rolled out to over 100 global business partners.

Munich, Germany; Santa Clara, Calif.; Pune, India
December 8, 2020

News summary:

[CEWE](#), Europe's largest photo finishing provider is transforming its customer marketing with the help of [Persistent Systems](#) (BSE and NSE: Persistent) and Salesforce.

Based on the powerful Salesforce Marketing Cloud platform, Persistent is designing and implementing a customized marketing automation solution to enable personalized customer journeys. The solution will ensure that customer communications conveys the right message to the right customer at the right time. The solution will be rolled out internationally to over 100 business partners of the Oldenburg, Germany-based company.

"When choosing a partner, proactive consulting services, high integration expertise and experience with international rollouts were particularly important to us. The cooperation must also focus on the responsible handling of customer data in the sense of the CEWE customer charter. With Persistent, we have found all aspects in one partner who also convinced us with its local proximity and partnership approach. We are very much looking forward to the collaboration on this project."

Quote from Conny Bionik, Head of Content & CRM Systems, CEWE Stiftung & Co. KGaA

The [CEWE group](#) is Europe's leading photo finishing provider, successfully offering commercial online printing services. The company focuses on innovation and enjoying photography, as well as on trustworthy professionalism across all areas. Its brand-name products, such as the CEWE

PHOTOBOOK, wall art, calendars, traditional prints and various photo gifts, offer a wide range of high-quality photo finishing products. CEWE group is represented in the retail industry in a number of countries, offering its customers multi-channel concepts in the form of brick-and-mortar stores and online shops.

“We are pleased to have won CEWE, an institution in the field of photo services in Europe, as a customer and to help this great company take its customer experience to a new level. Customers will have an unforgettable experience at every touchpoint, just like opening a CEWE PHOTOBOOK.”

Quote from Steffen Drillich, SVP Salesforce Europe, Persistent Systems



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About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) is a global solutions company delivering digital business acceleration, enterprise modernization and digital product engineering for businesses across all industries and geographies.

www.persistent.com

Forward-looking and Cautionary Statements

For risks and uncertainties relating to forward-looking statements, please visit www.persistent.com/FLCS

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