



ALEXANDRA ANGERER CONSULTING

Im Fokus SAP Financials

„Thank you! Great work! I have achieved
my company goal.“

Mag. Alexandra Angerer,
Independent Senior SAP Consultant

Brand- and marketing strategy

Overview

- 15 years experience as a Principal Consultant & Project Manager at renowned international software and consulting companies. PriceWaterhouseCoopers Consulting GmbH and SAP Austria GmbH
- specific technical network

Goal

Positioning as an independent SAP Senior Consultant and Project Manager in the IT Services (SAP consulting) for small and medium-sized businesses in Austria.

Solution

- Definition of the goals through an individual workshop and consultation
- Drafting a unique market strategy to differentiate among competitors
- Definition of the brand appearance and the brand communication
- Creation of efficient marketing strategies for the media, communication, socializing and lobbying
- Implementation, control and evaluation of advertising for branding, communication, networking, content, SEO, web design, GDBR
- Control over external service providers like designers and photo agencies
- Optimization of communication and information media

Success

Mag. Angerer is regarded in Austria as a respected, successful SAP Senior Consultant. The company goal was achieved in time and in budget.