

Stiebel Eltron GmbH & Co. KG, Holzminden, Germany

# A Feel-good App – it.mobile InfoCollector App from itelligence

 A trade fair comparison shows that 7 times the manual effort was needed to deal with 2/3 the number of documents in the previous year. With this solution in place, 85% of all trade fair activity could be recorded automatically.

Thomas Bonn, System Development Sales, e-Business, STIEBEL ELTRON

## Challenges

- Prompt analysis of the trade fair
- Structure recording processes
- Offline availability
- Automatic SAP integration

## Benefits

- Direct access to contact person data
- Easy to learn
- Easy to use
- Process immediately after in SAP ERP

## Solution

- it.mobile InfoCollector app
- SAP ERP 6.0 with AddOn SAP NetWeaver Gateway

## Why itelligence?

- Many years of experience developing mobile solutions
- Professional solutions developer
- Mobile SAP integration based on 25 years of SAP experience
- In-house expertise for mobile and SAP



100 iPads  
in use



3 month project duration

STIEBEL ELTRON



**Innovative Products of the Highest Quality**

STIEBEL ELTRON's success story began in a backyard workshop in Berlin in 1924 where it invented the first coil immersion heater. STIEBEL ELTRON is now one of the leading manufacturers of "hot water" and "renewable energy" solutions. To this day, the company still abides by the founder's maxim to produce innovate products of the highest quality and emphasize technical performance, innovation, reliability and excellent customer service. STIEBEL ELTRON regularly displays its entire range of products at trade fairs and events. STIEBEL ELTRON consistently wins over customers by drawing large crowds with its impressive booth and exciting new products.

**Invest in Innovation**

Although many of STIEBEL ELTRON's processes are fast and automated, up until now it has recorded leads generated at trade fairs with pen and paper. Leads were then sent to a central back office where they were laboriously re-entered into their system. A burdensome process with a great deal of manual work. Since everything was recorded into the system post-fair, STIEBEL ELTRON could not promptly evaluate how successful the trade fair had been. Immediate responses were impossible.

To live up to its philosophy of being a technology leader at all levels, STIEBEL ELTRON decided to update its old paper-based practices. Its goal was to establish structured recording processes and also take advantage of the opportunities afforded by mobile devices. This is why the company began using the it.mobile InfoCollector app from itelligence in December 2014. The app lets visitors fill out questionnaires on mobile tablets. How effective and intuitive! The questionnaires are administered from a central SAP system. All relevant contacts persons are already loaded onto the iPad and can be assigned directly without any extra work. The practical photo function lets you easily integrate camera shots into your records. You can now digitally record business cards. Furthermore, the offline availability provided by the itelligence app is a huge advantage since internet access is often spotty at trade fairs.

**Up-to-the-minute Analyses on the Back End**

Promptly processing leads generated at trade fairs is crucial for STIEBEL ELTRON's success. Up-to-the-minute analyses can be performed on the back end and structured reports can be created about the number of new contacts and topics discussed. This makes it possible to respond immediately and promptly to leads. Interested visitors benefit from shorter response times because they receive the informational materials they've requested immediately after the trade fair as well as a direct sales representative contact on request. With the app, STIEBEL ELTRON can create reports efficiently and sustainably. The company can now approach future trade fairs with the energy it needs to transform visitors into customers once they see its impressive line of products.

**STIEBEL ELTRON**

**Company:**  
STIEBEL ELTRON

**Industry:**  
Domestic and system technology

**Products:**  
Solutions for renewable energy, hot water, AC and heating

**Number of employees:**  
2,900 employees

**Turnover:**  
EUR 424 million (2014)

**Headquarters:**  
Holzminden, Germany

**Website:**  
[www.stiebel-eltron.de/en/](http://www.stiebel-eltron.de/en/)