

Case Study

All product information in one app

Putzmeister sales and business networks optimally connected worldwide



At a glance

Company

Putzmeister Holding GmbH
www.putzmeister.com

Industry

Engineering

Key figures

3,000 employees,
90 countries, 20 offices
worldwide, numerous
manufacturing sites

Solution

USU Digital Consulting
based on Liferay DXP

Challenge

All over the world, machines from Putzmeister are used in the construction industry and in underground structures and are distributed through a global sales network. To find the necessary product information quickly, without drops in performance and ideally without a continuous internet connection a personalized, mobile app is needed.

Solution

The mobile app operated by USU Digital Consulting makes this product information available in 12 different languages. By pulling the data from a central product database based upon the Omni-audience platform Liferay DXP this data is always up to date. This avoids continuous maintenance and existing stand-alone solutions are no longer needed.

Result

The new powerful NO1SE app (Number 1 Sales Experience) is used by sales and business networking worldwide. From a central connection the information is always up to data and correct. The department responsible has less work to do and quality is maintained.

Putzmeister Holding GmbH © dpa



Putzmeister has been a leader in engineering and underground construction since 1958. The Putzmeister brand is known for its sustainable products, service quality and innovative technical inventions in the concrete industry.

Its sales and business network should be as technically innovative as the brand itself when accessing product information. Something to consider: there aren't just a large number of products, there are also regional differences between them.

The starting point: large-scale data management

Putzmeister manufactures a huge range of products. These include automatic concrete pumps, truck mixers as well as screed and mortar pumps. All these products are available to customers, trade and sales from the Putzmeister website in 12 different languages across the world.

To be able to access this product information offline, stand-alone solutions were developed by external providers. This means apps that present a specific product selection. The applications could be accessed quickly and cheaply, however, they came with one drawback: all product information – documents, images and videos – needed to be managed and updated manually.

Due to the complexity of the product selection, and the large amount of data management, this took a long time and was prone to errors meaning data entry was a job that required patience. This level of data management is made more complex in an environment using 12 languages.

” The new sales app developed by USU Digital Consulting allows our sales partners to advise their customers all over the world in a structured and competent manner. “All the information is centralized and available at all times in the app and significantly reduces our need to update it.

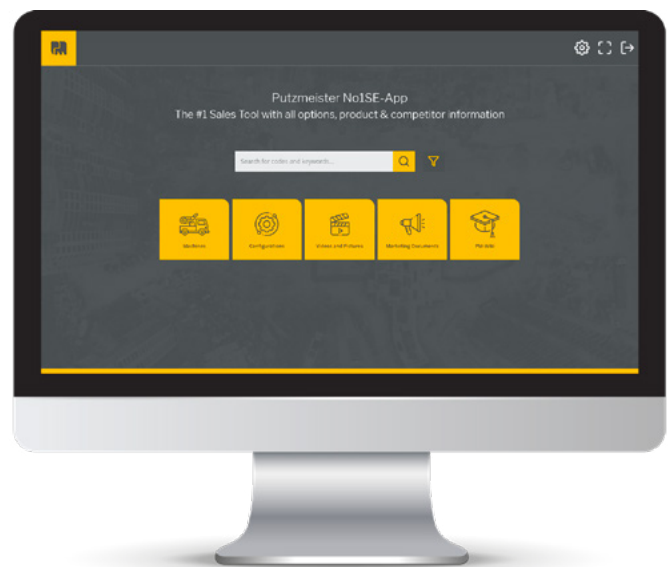
Martin Dietz, Program Manager MY Putzmeister

No matter where or when: access product information quicker by app

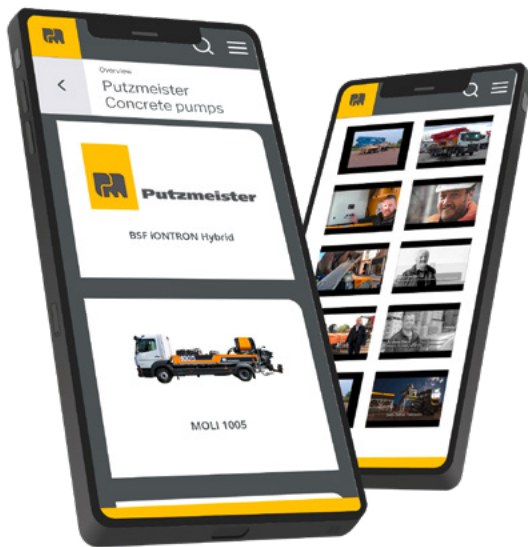
At the beginning of the project the USU Digital Consulting team, alongside the Putzmeister experts, asked the question: how can all the necessary product information be accessed quickly, without performance lags and ideally without an internet connection?

The answer was simple: an app that can access information locally on the user's device. The focus was on laptops with a large screen ensuring that the pages can be viewed in the harsh environment of a building site and that all details are visible.

The platform “MyPutzmeister”, based upon the Digital Experience Platform Liferay DXP, is the leading system at Putzmeister for product information, available product options, images, graphics, documents and videos. All the necessary information is available, up to date and saved using meta data. These means the data already available in “MyPutzmeister” is also be used for the app. The results was a central Liferay product database.



NOISE app user interface © Putzmeister Holding GmbH



Project implementation in two months

Once the requirements had been discussed the project was finalized in around two months. Based on mockups the USU Digital Consulting development team built the interface according to the Putzmeister style guide. The Liferay interface was designed by the development team and implemented using Liferay's standard API. This meant that the performance requirements were met.

On top of this, single sign-on (SSO) was implemented meaning that users could use their current login data. Extensive testing at USU Digital Consulting and Putzmeister ensured that the app was ready for training on time before the trade fair and generated enthusiasm among users.



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