



Development of a sales-supporting app

Native App for optimized sales processes

Kliem AG* is a German success story. Founded in 1895 by the brothers Josef and Johann Kliem as a manufacturer of fans, it has developed into an international supplier of products in the field of indoor climate. The portfolio of the mechanical engineering company includes mobile and industrial air conditioning systems, modern heating systems, drying units, dehumidifiers, dryers and fans. Kliem employs around 64,000 people worldwide and operates 17 production plants and 109 sales and service locations in 42 countries. Kliem sells its products not only through a large distribution network, but also through the stationary trade and its online shop. In the affiliated online marketplace, both B2B and B2C customers can purchase spare parts and used products. Maintenance and repair services complete the portfolio.

Professionalize sales

As a group with over 100 international sales locations, Kliem attaches great importance to consistent sales documentation. So far, marketing materials and product information - from brochures and product descriptions to price lists - were available via the extranet. Salespersons were able to download the required documents onto their laptops before each customer appointment and present them at the appointment. Materials that they had not stored locally were no longer accessible on site, as the salespersons had to be registered in the Kliem network to download them.

Digital support for the sales team

In order to guarantee full access to all relevant materials, the mechanical engineering company commissioned the individual development of a native app - the „Kliem AG“

Native Apps



- Are designed for a specific operating system (iOS or Android) and run on supported devices (smartphone or tablet).
- Are optimized for the software and hardware of the respective end device.
- Meet functional and optical requirements in an optimal way.
- Tap the full potential of the device (e.g. camera, acceleration sensor).
- They are particularly suitable for complex or CPU-intensive applications.
- Can be linked bidirectionally with various data sources.
- Can also be used offline thanks to continuous data synchronization.

*Kliem AG is a fictional company at which real solutions are presented.



Systems involved

Customer-Relationship-Management-System (CRM)

= Central administration of customer information

Digital-Asset-Management-System (DAM)

= Structured management of media files

Product-Information-Management-System (PIM)

= Structured management of product information

Content-Management-System (CMS)

= Central creation, editing, organization and publication of content

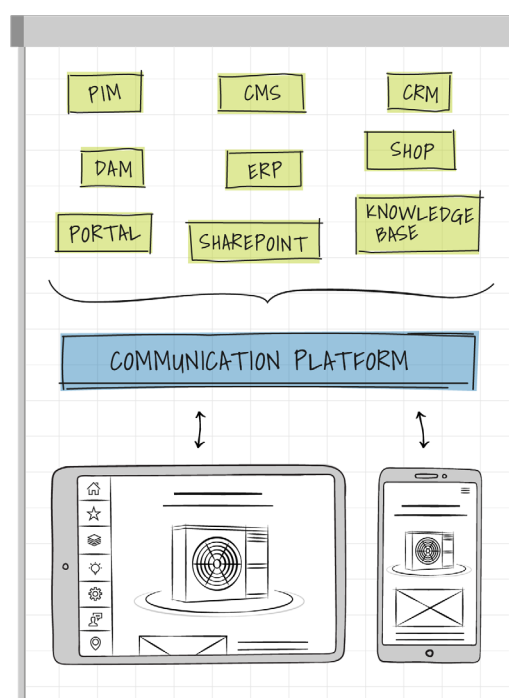
Microsoft Office 365 (Sharepoint)

= Web application for project management, task coordination, document management and data exchange

Sales App". The aim was to support the employees, increase the efficiency of the sales processes and create an ideal basis for appointments with new and existing customers.

App centralizes data from different sources

Arvato Systems has developed a native app for Kliem AG that centrally consolidates sales-relevant data from various systems - from CRM and DAM to PIM, CMS and Sharepoint - and makes it available in a structured and up-to-date form at all times. Customer-specific master data and the customer history originate from the CRM system. Digital content, including graphics and audio, are incorporated from a DAM tool into the App. The PIM solution steers product information such as prices, specifications and the like, while descriptive texts are transferred from the CMS to the app. Thanks to bidirectional interfaces and connectors, it is possible to seamlessly exchange data between the app and the various enterprise applications. Continuous synchronization ensures that the in the corporate design stored data in the app is always up-to-date.





Putting information in scene optimally

Since much of the information is data and materials that the marketing department has graphically prepared or laid out - from product images and videos to PDFs and presentations to animations and 3D visualizations - the app is ideally matched to the end devices used within the company and their display sizes. In order to be able to present PowerPoint presentations or 3D models of air conditioning systems to a group in customer meetings instead of a two-person discussion, the app has a second screen mode. This makes it possible to display the shown image on a larger screen in a conference room and thus put it in the true light.

The customer in focus

In preparation for a customer appointment, the sales staff can create individual customer folders. All customer-relevant information, such as the master data and history of a specific customer, can be loaded into the app by finger-touch. What's more all information about a heating system, including product descriptions, images and specifications, videos, animations and other visualizations, can also be stored cross-system in the app. Since the data in the respective solutions is provided with significant tags and metadata, an intelligent search integrated in the app delivers very good results.

The individual customer folder can also be shared with customers who have installed the „Kliem AG Sales App“. In this way, it is possible for customers and sales staff to prepare and - digitally or physically - conduct the joint meeting on the same information basis.

Since the mobile application also works offline, Kliem AG's sales staff are not dependent on a stable Internet connection for customer appointments. This is a great advantage especially for meetings in regions with weaker infrastructure. Even without access to the Wi-Fi, the sales staff can take customers and interested parties on 3D product tours. With the mobile application, users can, for example, zoom into visualized heating systems and view them both as a whole as well as individual components from different perspectives in 3D.

Success factors



- All services from from a single service provider (Full Service)
- Transparent, partnership-based cooperation at eye level
- Seamless integration into relevant third-party systems
- Continuous data synchronization
- Distribution via Mobile Device Management
- Intuitive operability





Securely provide national content for different user groups

The „Kliem AG Sales App“ is available not only as an application for mobile devices, but also as a desktop application. To ensure the security standards and offline capability desired by Kliem, access via the browser is not possible. The data located in the app is isolated from the respective end device by a container. Depending on authorization, eligible employees can download the app to their device as part of the central mobile device management. Kliem AG can roll out sales-relevant content to various national user groups in a personalised manner, which ensures maximum operating convenience. In addition to globally uniform information, such as product images and descriptions, there is country-specific content, including price lists and dealer directories, which are automatically updated on the devices of sales employees in the respective countries.

Successively increasing the number of users

One year after the rollout, around 750 users are working with the app. In addition to our own sales staff, these include independent sales partners who sell Kliem AG's systems and machinery as resellers. Three quarters of users are from Europe. The remaining users are from North America and Asia. Kliem plans to roll out the Sales App successively at its locations in further countries. Thanks to the professional mobile device

management, this does not pose a great challenge. Because the app is very user-friendly and intuitive to operate, there are no entry hurdles, and acceptance among users is correspondingly high.

Worldwide consistent and professional appearance

With the Sales App, Kliem AG ensures that its international sales staff is able to show brochures, presentations and 3D product tours on site - always up-to-date and CD-compliant. The advantage: The international sales partners do not create their own product information, but use the centrally provided material. This ensures at all times that Kliem AG presents itself consistently and professionally to customers and interested parties in all countries worldwide.

You have questions, need information or a contact?
Get in touch with us.

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