



Paths to the digital future





## Paths to the digital future

The digital transformation is changing our everyday lives and brings with it great challenges and opportunities for companies. End-to-end networking of all actors in regions, market segments or entire industries requires new IT structures, which guarantee stability and scalability, yet also have the ability to integrate new user groups and systems in a flexible manner. The opportunities provided by this digital networking are to be found in the enormous potential for automating business processes, digital access to customers, service providers and partners, and the added value gained from gathering digital data.



## Opportunities for companies

Digitising all the relevant information for a company is at the heart of innovation efforts. Integrating subtasks and workflows into the overall process is a key factor for making processes shorter and increasing their quality. Customers, suppliers and partners are involved in this procedure with the aim of eliminating manual tasks. The increase in quality and speed, in particular, as well as end-to-end transparency create clear competitive advantages for the company.

In addition to the technical and functional possibilities provided by digital platforms and the associated benefits for all those involved, new sales and/or purchasing models can be developed. The platform thus becomes an essential component of the business model and makes a key contribution to the generation of new sales and added value.

## Concrete starting points

What exactly is digitisation and what does it mean for my company? In the following three subject areas, you will find suggestions that can lead to the desired effects for your company when implementing a digitisation strategy:

### Automation

Installations, equipment and measuring instruments already have the capability to record electronic information regarding conditions or consumption and send this to IT systems for further processing. There is great potential to be tapped in processing this information and automatically initiating appropriate measures, in the event of emergencies or faults, for example.

Further possibilities include automatically generating orders for regular tasks, inspections, maintenance or checks and directly assigning them to internal or external service providers.

### Digital access to customers

Direct contact to your customers is essential. How do customers use your products and services and how often are you in contact with them? Do you know what your customers really need?

Direct communication with customers results in insights that can be used to optimise and enhance products and services. This is important both in direct sales and for collaboration with sales partners as well as when using indirect channels.

### Networking

End-to-end networking of all the business partners within an industry, region or market segment provides enormous potential when it comes to increasing quality, transparency and speed.

The result is efficient business processes and entirely new value creation chains for developing products and services, networked sales, processing customer requirements, complaints and claims handling as well as tapping new markets. Intelligent fees models for the use of IT platforms combine the business model and product into one comprehensive service.

## Digital data

Networking immediately makes vulnerabilities and optimisation potential transparent. It supplies information for improving products and services, for optimising supply and service chains, with regard to potential improvements in business processes and customer behaviour, and much more besides. Digital data is the raw material for companies' future competitiveness in dynamic markets.

## Basic demands on networking platforms

### One system for all services

The companies, service providers, customers and sales partners involved use a wide variety of services and applications on a single platform. Depending on what is required, services such as series processes, claims handling, inspections, quotations, orders, time recording, tickets or simple registration of visitors are assigned to the various user groups. All those involved are integrated through a single platform and are thus part of the direct communication.

### Easy operation

User groups who had previously not been integrated can be incorporated without any problems. It is also possible to connect systems and users of strategic business partners, thus creating new, previously unused optimisation potential. The platform allows you to manage accounts (clients) and users as well as maintain relevant authorisation profiles.

### Flexibility

The structure of digital forms and the processing steps in workflows can be freely selected and are adapted to meet customerspecific requirements and provide the information needed. Your own IT experts can also adapt and develop their own forms.

### Paper-free processes

Processing of electronic forms makes paper forms entirely unnecessary. Every form can be stored in an electronic archive when processing is complete. This ensures seamless documentation of processes.

### Integration

An open system architecture minimises manual interfaces and eliminates manual transmission errors. Certified interfaces, for example to SAP® ERP, ensure a smooth exchange of documents, information, master data and integrated cross-company or platform business processes. If the platform is to be used without ERP, order data and master data can be provided on the platform by uploading it. In addition, interfaces are transparently documented and can be operated from any web service.





## Our offer

Make use of our specific support in developing and implementing a digital strategy for your company. What do products and services look like today and how do they need to change to attract customers in the future? Are the sales channels still sufficiently efficient and flexible to meet the constantly changing requirements? We support you in developing answers to these and other questions.

You benefit from our experience and set up your own networking platform based on easysquare. End-to-end business processes result in enormous increases in efficiency for your business partners, too. With our support, you will develop a business model for integrating your customers, partners and suppliers, and your customers and partners can reach you via your own app.





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