

SUCCESS STORY



Construction industry | Microsoft Dynamics 365 | WAREMA Renkhoff SE



WAREMA goes digital: How Microsoft Dynamics 365 and ORBIS advance digital transformation

The digitalization of the value added chain is a core component of the business strategy for the WAREMA Group to utilize the market opportunities as best as possible and continue to grow. For this purpose, another important cornerstone was laid in Sales, Marketing and Service with Microsoft Dynamics 365 Cloud and the CRM industry solution ORBIS ConstructionONE. With process digitalization, the company relies on the know-how and experience of ORBIS AG as a strategic partner.



WAREMA goes digital: How Microsoft Dynamics 365 and ORBIS advance digital transformation

Intelligent sun protection is indispensable now when planning residential and commercial buildings. The family-owned company WAREMA Renkhoff SE in Marktheidenfeld, Germany covers the entire range and ensures an optimal indoor climate, optimal lighting and reduced energy costs in private homes as well as in office, residential and commercial properties around the world. In this way, for example, the use of smart and fully automatically controlled blinds with BAline controllers prevents the space between the facade from heating up in the cube-shaped Berlin office building Cube.

WAREMA Renkhoff SE

Headquarter: Marktheidenfeld

Products: Sun protection systems, insect screen systems, control systems

Employees: 4,800

www.warema-group.com

Digitalization anchored in a business strategy

The group of companies from Marktheidenfeld, now in its second generation of family management, is active in 50 countries and generated approximately 623 million euros in sales in 2020 with 4,800 employees - and the trend is increasing. To maintain the growth course, it was clear to the company management at an early stage: The digitalization and optimization along the entire value-added chain is a key element for a successful future. Now this needs to be consistently implemented, especially in sales, marketing and service. That is why Alexander Scheiber, Head of Digital Process Design at WAREMA Renkhoff SE, describes the goal as follows: *"What we want to achieve is the establishment of a holistic customer engagement platform with a 360-degree view of the property and private customer business with end-to-end digital, efficient and transparent processes."*

Customer engagement with 360-degree view

It was a big step towards this conceptual objective. To date WAREMA used a blend of Microsoft Excel and a CRM on-prem in-house development, which was associated with a relatively large amount of work and several restrictions. In order to optimize the CRM processes, the company searched for a suitable solution by pitch. Among them: ORBIS AG.

The IT service provider from Saarbrücken prevailed with a solution made up of Microsoft Dynamics 365 and the industry package ORBIS ConstructionONE and convinced the family-owned company with the associated features. The high level of integration capability with the Microsoft products used at WAREMA, such as Office 365 and the Azure cloud, was significant in making the decision. Another big plus are the easy-to-use user interfaces of the cloud CRM. They ensure a high level of acceptance among the currently approximately 500 users from sales and marketing. When service is added in the final expansion stage, a total of over 800 employees will work with the solution.

Clear view of properties and specialized trade

In sales, WAREMA has now made significant progress on the way to digital processes: Sales-relevant data is merged centrally, uniformly and in high quality in the Microsoft cloud. The single source of truth that this creates allows for a clear view of every single property with its network of data, documents and activities as well as the relationships with architects, builders, planners and specialist partners.



The ORBIS industry solution transparently maps all important processes in the property business. In this way sales can view every single project phase - from the identification and qualification to the request for quotation and creation, to the conclusion of the transaction - and can manage the property business even more efficiently. What sales especially appreciates: That everything can now occur everywhere and at any time on the desktop

PC or while mobile via smartphone or tablet. Transferring data back and forth between Excel and the “old” CRM is a thing of the past. Processes are now more fluid and much faster. This is especially important, because the ability to quickly identify relevant construction projects and promptly respond to invitations to tender is critical to business, since the decision for a sun protection system is usually made early on in the planning phase.



Sales receives the corresponding information from developers, architects and planners entrusted with the property management or via construction information services. In the future, the ORBIS ConstructionHUB, based on Microsoft Azure, will transfer relevant leads from a construction database directly into the cloud CRM, where they can be processed further there for sales.

Thanks to the central and uniform data retention in the cloud, sales also has access to all of the information stored about the specialist partners. This is an important basis for intensifying relationships and providing better support for partners in their business with WAREMA products.

ORBIS as a strategic digitalization partner

At the same time as the CRM implementation, the Saarbrücken-based IT service provider is entrusted with optimizing and digitalization the processes in logistics and production as well as integrating them in WAREMA's SAP ERP system. SAP-based ORBIS intralogistics solutions and the ORBIS MES are also used here.

This expertise both in solutions and technologies from Microsoft as well as from SAP convinced those responsible to rely on ORBIS as a long-term strategic partner for digitalization the business processes. With ORBIS SAP IntegrationONE, the IT service provider not least also has a tried-and-true solution for the bidirectional end-to-end real-time integration of Microsoft Dynamics 365 and SAP ERP in the portfolio.

Alexander Scheiber is also satisfied:

„With Microsoft Dynamics 365 and the CRM industry solution, but also thanks to the excellent partnership collaboration with ORBIS, we are well on our way to consistently digitalizing the sales, marketing and service processes.“

Alexander Scheiber, Head of Digital Process Design at WAREMA Renkhoff SE

Contact

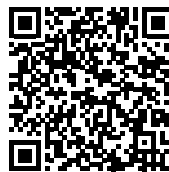
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More Information



<https://www.orbis.de/en/microsoft-orbis-solutions/digitalization-construction/>

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