

CASESTUDY

Steiff

The history of traditional German company with its "button in its ear" quality mark begins in 1877, when Margarete Steiff founded a felt goods clothing business at the age of 30. At first she made a pincushion for her friends, the world-famous "little felt elephant". This was so popular among the children that by chance it became the first soft and child-friendly toy. The family-run company expanded its range and in 1902 Margarete Steiff's nephew Richard designed the first teddy bear. This was presented for the first time at the Leipzig Toy Fair a year later. Nobody seemed interested in this novelty, until at last an American put in an order for 3,000 of these bears at once. This was the breakthrough! Today Steiff is the world's best-known toy – and soft toy manufacturer. The company has now stood for the utmost quality, tested safety, perfect design and first-class materials for over 135 years. In addition to cuddly toys, since 2007 the range has also included children's and baby clothing and, since summer 2017, its own shoe collection.



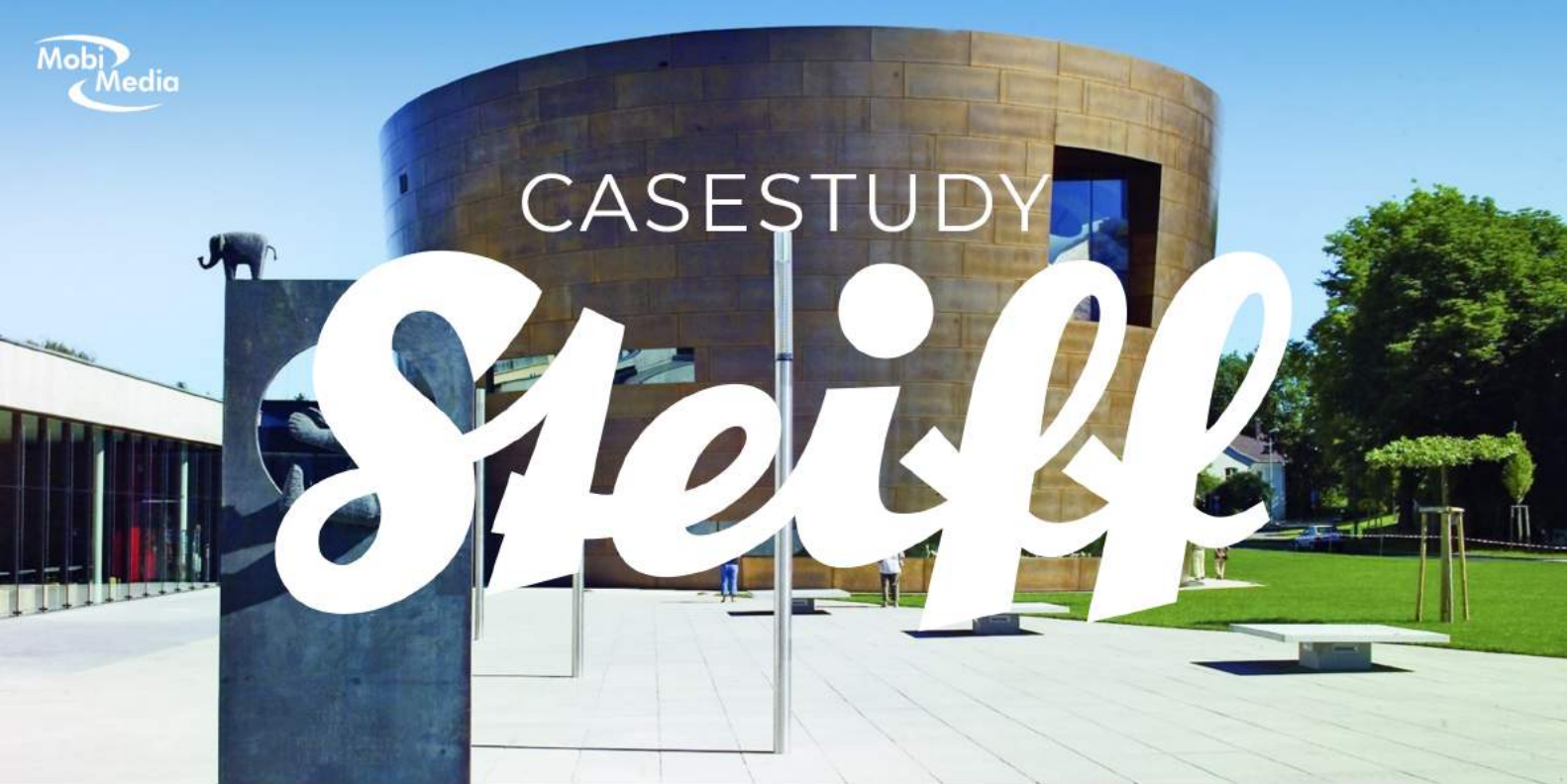
Mr. Andreas Hauser
(left side of the picture)

- Head of Customer Service - Margarete Steiff GmbH
- responsible for all IT projects in the area of sales and distribution
- involved in the introduction of the tool in the fashion world
- Order entry MobiMedia Quintet

Mr. Peter Wild
(right side of the picture)

- SAP Applications Administrator, responsible for all interfaces





How did you come across the MobiMedia solution?

We heard about the MobiMedia solution from a colleague who has already gained some initial experience with this tool. We did not want a niche solution or a newcomer, but a tool that was established on the market. We were impressed by the convenient interfaces and the visually high-quality support at work.

What can you tell us about the project flow?

It was a textbook case: very direct and close communication. We were always able to come to an agreement immediately and always had a competent contact person. We also really liked the Scrum project management: there were four or five planning sessions for the respective sprints. It became clear that a great deal of know-how has already gone into the basic versions of MobiMedia applications. MM's innovative strength also became clear to us: the programmers astounded us with a lot of innovative ideas of their own.

Interfaces are always a little tricky – what can you tell us about that?

This was also highly appreciated in the project: due to the close cooperation, it went absolutely smoothly. We always had genuinely personal service and a personal contact partner. We especially want to thank Mr. Zimmermann at this point! What we really liked was the team mindset – everyone pulled together. Our requirements were not just fulfilled, we tended to get more than we asked for. You could say that we benefited greatly from MobiMedia's immense industry experience. We were also impressed by how quickly things were implemented: At the beginning of October 2017 we had initial talks on the contents of our requirements and in January 2018 we were already able to work with them.

What are the advantages of MobiMedia? What do you expect from your new tool?

Fast, efficient, easy order entry. The user, who is our field service, reaches the target quickly and easily. Extensive information on articles, customers, orders, delivery dates and so on are available at the touch of a button. The platform is transparent, clear and self-explanatory. Thus we can also work conveniently and time-efficiently with scanners. Overall, we can underscore the stability, reliability and speed of the system. For us, it was important that it is an established tool that runs stably and securely and provides us with up-to-date information worldwide at any time, in a convenient display. The learning curves were also clear: We had a key user training course and in a second step we were able to train our employees ourselves in just three hours during an in-house training session – which just goes to show how self-explanatory the tool is despite its extensive functions.