

POLUMANA

BLUEZONE

# CASE STUDY

## **LogicLine Europe GmbH**

# Secure, efficient, sustainable: LogicLine digitizes sales with the POLUMANA® sales app

With a customized sales app, LogicLine's sales department is going digital, making it fit for the future. More efficient itinerary planning saves the company valuable time, allowing it to devote itself even more intensively to customer needs and its own quality standards.

LogicLine is one of the leading providers of system solutions for safe and efficient transport of tools and materials. More than 50 employees currently work for the Austrian specialist for load securing at the Neutal site (Burgenland) for around 19,000 direct and indirect customers extending far beyond the DACH region.

The sales department is "on the road" every day to sell the company's system solutions (from transport boxes and load carriers to pick-up solutions). The digitization offensive was part of the company's strategy - and it is not only in sales that the company has repositioned itself in a new and contemporary way.



Company:	LogicLine Europe GmbH
Sector:	Cargo security/transportation
Products:	System solutions for the transport of tools and marterials
Turnover:	approx. 9 million (2022)
Employees:	50 (2022)
Headquarters:	Neutal, Austria
Project:	Implementation of new sales app in combination with the launch of a modern IT ecosystem including CRM

01.

## THE INITIAL SITUATION

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LogicLine, one of the leading providers of system solutions for the safe and efficient transport of tools and materials, has grown steadily in recent years. The requirements for automated processes, efficient structures and sustainable IT systems in the sales area have also increased permanently.

In 2020, the Austrian specialist for load securing therefore started a wave of digitalization, the likes of which had never been seen before in the company's 17-year history. LogicLine began the journey and decided on a strategic transformation project, which the company successfully mastered with the support of partners such as BLUE-ZONE. At its end, the beginning of a successful future, the sales department is digital and even more successfully positioned than ever before.

02.

## THE CHALLENGE

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The task at LogicLine was clear: While in the past there were still "isolated solutions" in the area of IT infrastructure, in the future the cogs were to mesh seamlessly and digitally. Also and especially in sales. The company decided to introduce a new IT ecosystem with a CRM function. Closely interlinked with the POLUMANA® sales app, it was to reposition the Marketing & Sales division and further improve collaboration between the office and field sales teams.

As an intelligent, digital companion, POLUMANA® was to automate day-to-day business in sales.

At that time, the sales department was facing pressure to make more efficient use of time - with a view to itinerary planning. The goal was clear: More time for customer focus and at the same time conserve resources (CO2, gasoline) - in terms of sustainability. With the POLUMANA® sales app, LogicLine found a contemporary solution that could be flexibly adapted to the company's specific needs.

03.

## THE RESULT

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LogicLine wanted to digitize and automate the daily sales routine for its office and field staff. In the process, the POLUMANA® sales app was successfully introduced at the same time as a new IT ecosystem. Closely interlinked with Microsoft Dynamics, a cloud solution for managing customer relationships (CRM) and enterprise resource planning (ERP), the business processes in the area of marketing and sales have since been intelligently supported.

The application of the POLUMANA® sales app is easy to understand and intuitive. Nevertheless, the go-live was accompanied by training sessions in the company (1:1 sessions) to ensure a smooth start. The launch of the new sales tool relieved the internal sales force from day one and quickly ensured growth in sales. The core objective was not to process more orders, but to take care of existing and new customers in a more intensive and focused way. LogicLine has successfully achieved this qualitative growth.

04.

## THE HIGHLIGHTS

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+ CUSTOMIZED SOLUTION

The project team from LogicLine and BLUE-ZONE GmbH worked together flexibly and closely. This was the only way to provide numerous specific use cases and change requests in the digital tool. In this way, the app was tailor-made for LogicLine's day-to-day sales business. And it is constantly learning and being expanded.

+ TIME FOR MORE CUSTOMERS FOCUS

LogicLine is a certified partner of all well-known automotive manufacturers. Customers of the TÜV-certified system solutions include companies from the construction industry, roofing trade or energy supply. Thanks to the diverse functionalities of the digital sales companion, the sales team can meet customer requirements and its own quality standards even better in the future.

## 01.

## THE INITIAL SITUATION

Spring 2020, in Burgenland, Austria. The global pandemic changes many things - including the daily work routine and routines at LogicLine, one of the leading providers of system solutions for the safe and efficient transport of tools and materials. The Austrian specialist for load securing launches a strategic change project during the pandemic, which it successfully masters with the support of partners like BLUE-ZONE GmbH. Rethinking is the order of the day. Rethinking is the goal.

The 50-strong sales team at LogicLine had been working together successfully for years. But the requirements for automated processes, efficient structures and sustainable IT systems, especially in the area of sales, had increased permanently.

In particular, itinerary planning, which is part of the day-to-day business of the office and field sales teams, needed to be further improved. Less effort and more customer focus were to be achieved.

As a modern company that has grown steadily in recent years, LogicLine launched a wave of digitization that had never been seen before in the company's 17-year history. At its end, the beginning of a successful future, the sales department is digital and even more successfully positioned than ever before.



POLUMANA

## 02.

### THE CHALLENGE

The challenge at LogicLine was clear: While in the past there were still "isolated solutions" in the area of IT infrastructure, in the future the cogs were to mesh seamlessly and digitally. Especially in sales. The company decided to introduce a new IT ecosystem with a CRM function. Closely interlinked with the POLUMANA® sales app, it was to reorganize the Marketing & Sales division and further improve collaboration between the office and field sales teams. As an intelligent, digital companion, POLUMANA® was to automate day-to-day business in sales.

The field sales force at LogicLine is very close to the customer and "on tour" five days a week. At the same time, the office staff invests on average up to one day per week in tour planning. In internal coordination and exchange as well as administrative activities. The POLUMANA® sales app, the digital companion for sales professionals, takes over large parts of the work here. "What was keeping us up at night? We wanted to use our time more efficiently in sales and make tour planning much more sustainable. In short, to gain more time to focus on our customers - and at the same time to conserve resources in sales by saving CO2 and gasoline," says Meikel Muschalik, Sales IT & Projects Manager at LogicLine.

With the POLUMANA® sales app, LogicLine found a contemporary solution that could be flexibly adapted to the company's specific needs. "Our sales team had many wishes and requirements for the new digital sales tool", adds Muschalik. In close exchange with the BLUE-ZONE GmbH team, the specific use cases could be processed agilely and quickly. "We were looking for a partner who is open to adjustments during ongoing operations. With BLUE-ZONE GmbH, we found our creative, strong implementation sparring partner."

## 03.

### THE RESULT

More digital, more intelligent, more automated: The POLUMANA® sales app was successfully introduced at LogicLine at the same time as a new IT ecosystem. Tightly integrated with Microsoft Dynamics, a cloud solution for managing customer relationships (CRM) and enterprise resource planning (ERP), it has since provided intelligent support for marketing and sales business processes.

Even though the application of the POLUMANA® sales app is easy to understand and intuitive, the go-live was accompanied by training sessions (1:1 sessions) to ensure a smooth start. The launch of the new sales tool relieved the internal sales force from day one and quickly ensured growth in sales.

"We wanted to digitize and automate the daily sales routine. Our goal was not to process more orders, but to take care of existing and new customers and their specific needs in a more intensive and focused way. We have successfully achieved this qualitative growth." Muschalik sums up.

## 04.

### THE HIGHLIGHTS

#### + CUSTOMIZED SOLUTION

The project team from LogicLine and BLUE-ZONE GmbH worked together flexibly and closely. This was the only way to provide numerous specific use cases and change requests in the digital tool. In this way, the app was tailor-made for LogicLine's day-to-day sales business. And it is constantly learning and being expanded.

#### + BLUEPRINT FOR THE OTHER COUNTRIES IS IN PLACE

After the successful go-live in Germany, the introduction in the other national companies is pending. Country specifics such as individual price calculations or commission calculations as well as other historically grown peculiarities have to be taken into account, but the foundation has already been laid.

## ADVANTAGES OF THE POLUMANA® APP

### + SPECIFIC SOLUTION

The POLUMANA® sales app can be adapted at any time to new needs, specific requirements and technical conditions. With the POLUMANA® Service app, the multitool for technical field service, BLUE-ZONE GmbH also offers an app for customer service and service teams.

### + TRANSPARENCY IN REAL TIME

The app clearly compiles all important information (itinerary planning, sales talk, order): from customer info to the complete catalog. Large amounts of data are no problem for the POLUMANA® app. No matter in which systems the data is stored - everything is available in real time in one place in the app.

### + ALWAYS READY FOR USE

Online, offline, everywhere: the system performance of the POLUMANA® app works 24/7 on all mobile devices (e.g. smartphone, tablet, laptop). Even during customer appointments in regions with poor mobile networks, large data volumes are loaded quickly, even offline.

### + INCREASE INTERNATIONAL SALES

The POLUMANA® sales app is available in 18 languages. More than 16,900 users from sales and service use POLUMANA® for their daily work: through successful cross-selling and upselling, companies using the apps as a tool have been able to realize around EUR 15 billion in sales per year with the help of POLUMANA®.





**"We were very lucky in our digitization offensive:  
In BLUE-ZONE GmbH, we gained a top partner who works  
excellently with us in close exchange.**

**This was the only way we could quickly reach the next level in  
sales. Thanks to the POLUMANA® sales app, we are now  
efficient, focused and sustainably positioned for the future."**

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Meikel Muschalik // Sales IT & Projects Manager at LogicLine



## **CURIOUS? YOUR CONTACT PERSONS**



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