

In Times of Digital Transformation, Cooperation Is Needed

An interview with Gerhard and Moritz Ebert and Heiko Steffens, 3E Datentechnik GmbH

3E Datentechnik GmbH has been providing software solutions for window construction for almost three decades. In doing so, the Oberkochen-based company has understood from the very beginning how important a good network is. Now that the digital transformation is picking up speed, the value of interconnectedness and the benefits in digitization are becoming apparent. The IT specialists focus on standards for cooperation, communication and data exchange that ultimately ensure efficient digital processes at their customers. All this led to the "Together Better" network.

We talked about this with Gerhard Ebert, the founder of 3E, Moritz Ebert, CEO, and Heiko Steffens, Head of Sales.



Gerhard Ebert, founder of 3E and CEO

BB: We have known each other for many years and we know how important partnerships in the sector are to you. Why does this play such a big role for 3E?

Gerhard Ebert: Window production is technologically demanding and requires a lot of know-how. An important success factor for process reliability, speed and information accuracy is the digital interaction between organization, suppliers and equipment suppliers. Several companies are involved in every digitization project and contribute to its success and further development with their expertise. In times of digital transformation, cooperation is therefore needed to create complex solutions in a network.



Moritz Ebert, CEO, and Heiko Steffens, Head of Sales

BB: How does the window manufacturer benefit from this?

Moritz Ebert: Our common customers experience the added value of digital processes by routine work being automated. This does not only reduce the workload, but also makes it possible to react to disruptions in good time. For example, production can be rescheduled in good time in the event of delays in the procurement process. Only if the companies involved provide seamless support for digital processing will such software-supported processes be successful. Interconnectedness and the resulting digital flow of information make it possible to automate processes and detect disruptions at an early stage. In our example, this is done through the completely digital procurement chain that we map in materials management.

BB: You can only be as "digital" as your partners?

Heiko Steffens: You could put it that way. It's not enough to generate and send pdf files, that doesn't make a digital process. The goal of cooperation among technology partners must be to establish completely paperless processes with functioning data exchange and high process reliability. This includes web configurators as well as the automated provision of current technical master data via the Internet, the establishment of required interfaces and the support of standards, such as openTRANS.

BB: What does this mean for the customer in concrete terms?

Heiko Steffens: He feels it very clearly during the implementation of the IT project. If we are well connected and communicate clearly, the project usually runs according to plan. One of our new customers, Fensterbau Bußmann KG* from Salzwedel, is very impressed by the professionalism with which the window construction software 3E-LOOK is introduced in the company by 3E. The master data is available on time, the requested information is available without gaps, contact persons and responsibilities have been clearly communicated. This creates added value for everyone.

BB: Are there other examples of this?

Gerhard Ebert: Actually, in every project. Sometimes it is enough to exchange data, more often the projects require intensive communication and analysis. However, our common customers can only benefit from added value if all those involved perform their tasks and actively participate in the added value network. Such cooperation means that queries are quickly clarified or even avoided, and any need for correction is identified in good time. If the client can rely on the professionalism of his project partners at all times, this increases customer satisfaction immensely.

BB: What exactly is the added value of the "Together Better" network?

Moritz Ebert: Being interconnected is simply a prerequisite for digital transformation. In the end, it brings a win-win situation for everyone. 3E is the driver for this and has always placed a great deal of emphasis on end-to-end, digitally optimized processes. In our opinion, the only remaining value driver.

BB: You even had a logo created for the network. What is that all about?

Gerhard Ebert: At 3E, we have set ourselves the goal of further expanding and advancing the digital transformation in window manufacturing with our partners. This will make "Together Better" even more tangible and not just for customers to experience. Together, sophisticated solutions are created that simultaneously increase the degree of automation. Everyone involved benefits from efficient processes, experiences projects that run according to plan, and conserves resources in the process. We continue to develop together and thus become "better together" - Together Better. Every market player from the equipment and supplier industry is cordially invited to become part of our Together Better initiative and thus optimize the business of our common customers.

Moritz Ebert: We see interconnectedness as the factor that enables joint further development and fuels digital transformation. After all, that is considerable added value for the entire sector.

Mr. Gerhard Ebert, Mr. Moritz Ebert, Mr. Steffens, thank you very much for the interview.