

AN INTERVIEW WITH MORITZ EBERT

“With digitalization, there is more time for the important things!”

Recently, the NETZWERK Partner Days took place in Heidenheim. Moritz Ebert, CEO of 3E Datentechnik, used the stage to confer the company's GoFuture Award. Find out in the interview who received the award and why. Moritz Ebert also reveals why implementing digitalization can be a lot of fun.



The GoFuture Award from 3E Datentechnik was awarded to Rolladen Braun GmbH & Co. KG.

“Effective digitalization is no longer a “can” or a “should”, but a “must”!”

Moritz Ebert, CEO 3E Datentechnik GmbH

GW _ Mr. Ebert, you have recently conferred the GoFuture Award. Who is the winner and why?

Moritz Ebert _ Our long-standing customer Rolladen Braun in Weiding. The GoFuture Award is about future-oriented digitalization that is actually lived by the company. The Upper Palatinate-based company really rolled up its sleeves and tackled the issue of digitalization head-on. They had their goal clearly in mind and achieved it step by step with down-to-earth consistency. Today, Rolladen Braun works much more efficiently, relaxed and confidently.

GW _ Rolladen Braun reported that previously only around 20 percent of the

software potential was used. Can you observe this “voluntary restriction of use” by companies in general?

Ebert _ Very often, in fact. We want our customers to achieve as much as possible with comparatively little effort. They achieve this by making better use of the software's potential. Many want a 110 percent solution instead of a 100 percent solution, but at 50 percent of the cost. Our seminar program has helped to show how you can get a lot out of the software with little effort and has awakened the desire for digitalization in many CEOs.

GW _ How did the Braun company flip the switch? What did they do particularly well?

Ebert _ By democratizing digitalization. All stakeholders are involved and are given the freedom to further develop processes. The Brauns have formed a dedicated team that has ensured progress. There was always a decision-maker on board. It wasn't just the IT experts at the table, it was also about the daily working methods and creating the conditions for greater efficiency and less stress. By making better use of the software, the Brauns have actually been able to achieve an enormous increase in efficiency.

3E at the Frontale: Connectivity and digitalization

3E Datentechnik is bringing an exhibit to the trade show to enable visitors to experience end-to-end digitalization with mobile solutions. Visitors can use a scanning process to read out order information together with other data recorded in 3E-LOOK, making maintenance, repairs and service easier and more efficient. "The mobile solutions are continuously being expanded to integrate the processes on the construction site and during installation into the digital process chain," reveals 3E CEO Moritz Ebert. "The app makes all necessary processes related to measurement, service, installation and maintenance paperless and efficient." The software experts are working hard on extensive connectivity to online ordering systems and are continuing to expand the Together Better network. By integrating web configurators from industry partners, up-to-date master data is available online (from Roma, Adeco, dpi, Rodenberg, Obuk, Beck + Heun, Gutmann, Warema, Roltex and Alukon). All processing takes place in 3E-LOOK. Partnerships with Duotherm, Hella and Schlotterer are currently being implemented. The functionality in 3E-LOOK presented at the trade show comprises a large number of modules, including fully integrated materials management, control station technology, low-paper production, shipping logistics, installation planning and post-calculation. The digital delivery bill for mobile devices brings security and transparency to all acceptance processes. The mobile dashboard was developed for decision-makers, for location-independent access to company data and key figures. The trade version of 3E-LOOK, which is used to handle quotations, orders, purchase orders, accessories and installation processes, is suitable for digitizing the building element trade. The trade software Web-Sales is available to manufacturers with a dealer network. Document management also plays a central role in company-wide digitization. In combination with ELO, the Datev interface increases the degree of digitization and makes invoicing processes consistently efficient.

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GW _ In your laudatory speech at the award ceremony, you appealed to the industry that the time for doing nothing when it comes to digitalization is finally over. Why is now the time to act?

Ebert _ When things get more difficult, it quickly becomes clear who is well positioned. Companies that have already done their homework have a much better outlook with fewer risks. However, I would also like to emphasize once again that all companies, no matter how advanced they are, now need a hands-on mentality to drive the issue forward with vigour and enthusiasm. We have now reached the point that we have repeatedly predicted in recent years: Effective digitalization is no longer a "can" or a "should", but a "must"!

GW _ You want to take away window manufacturers' fear of digitalization and show them how much fun it can be to drive digitalization forward. Does this mean that you have more time for other things after successful digitalization steps?

Ebert _ You have more time for the essentials and an up-to-date and reliable information base. Leaving the boring routine work to the software is fun. Achieving a lot with little effort, a pleasing cost-benefit balance: even if the path is not always easy, it's worth it in the end.

GW _ Fensterbau Frontale is just around the corner. What are you expecting from the trade show?

Ebert _ Finally a proper Frontale again. For me, it will actually be the first "real" one,

even though I've been on board since 2018. I'm expecting a really good atmosphere, great discussions and lots of good networking opportunities.

GW _ As a provider of industry software, you are all about immaterial innovations. What will be your big topic at the trade show?

Ebert _ IoT is becoming more and more tangible, also in window construction. The big topics are connectivity, our Together Better network, mobile solutions for customers and dealers with processes that take place off-site. We will set up an exhibit at the stand to demonstrate exactly that.

GW _ Dear Moritz Ebert, I wish you a good start to the trade show!

The interview was conducted by editor-in-chief Daniel Mund.