

Press Release

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mobile.de and oneclick win Stevie Award for Unified Workspace Platform

mobile.de, Germany's largest vehicle market, is continuously improving its support for more than 42,000 dealers who use the online marketplace to buy and sell new and used cars. The focus is on increasing dealer satisfaction through exceptional digital customer experiences with the goal of creating a sustainable competitive advantage. Since 2016, mobile.de has been relying on oneclick AG, provider of the unified workspace platform of the same name, in the form of a technical partnership. The joint project has now been awarded one of the coveted Stevie Awards. The international business award honors organisations and individual employees for outstanding performance in the workplace.

With the oneclick[™] platform, mobile.de enables the secure and uncomplicated on- and offboarding of various third-party applications, which are made available to internal employees and external service providers in a 100% web-based workspace in the browser. For this purpose, the platform first had to undergo a comprehensive information security audit because it occupies a special position of trust within the company. A service hub as a universal interface ensures data exchange between different applications. For example, Salesforce, as the leading CRM system for data management, is linked to a customer interaction solution and Tableau software for reporting. A further advantage is that web-based delivery via encrypted streaming means that relevant information can now be made available for distribution in real time, while mobile.de retains complete control over its data, as it never leaves the secure hosting location. By integrating the systems, sales staff no longer have to switch back and forth between different applications during customer contact. This led to measurable improvements by increasing the average customer contact rate of a sales representative from 0.7 to 1.6. At the same time, the number of discussions with an individual retailer was reduced over the course of the year thanks to intelligent campaign management.

The results not only inspire the jury of the Stevie Awards. "By using oneclick[™] for the central provision of our applications and data, we are independent of the local IT infrastructure at our service providers and necessary integrations," says Matthias Schmidt, Sales Manager SME at mobile.de. "The lean and fail-safe setup of oneclick[™] as a cloud platform has sustainably reduced our operating costs. Workspaces can now be scaled up and down in

the twinkling of an eye without the need for internal or external IT departments. The ease of use allowed us to reduce training efforts and significantly increase the user experience. We particularly appreciate the possibility of evaluating oneclick™ with regard to the type and duration of the applications used. The transparency created helped us to reduce usage times and the associated license costs." Dominik Birgelen, CEO of oneclick AG, adds: "We are very pleased that Matthias Schmidt and his team have received the Stevie Award, especially because he is pursuing his vision of a multi-channel cloud platform with the associated process and efficiency advantages with the greatest commitment."

The winners of the Stevie Awards 2019 and the silver and bronze medals were presented at a gala banquet on 19th October.

About the Stevie® Award

The Stevie® Award Trophy is one of the most coveted prizes in the world. Since 2002, the golden Stevie® Award has been presented to companies and individuals for their outstanding achievements in business in more than 60 nations.

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About oneclick AG

oneclick AG, headquartered in Zurich (CH) with an innovation engine in Prien (D), specializes in the development and operation of a cloud platform for the automated and secure provision of digital workstations. The goal of oneclick AG is to help shape and improve end-user computing. oneclick AG was founded in 2015 and has 25 employees.

About mobile.de

With more than 1.5 million advertised cars, commercial vehicles and motorcycles, mobile.de offers the largest offer for the purchase and sale of vehicles in Germany (source: CAR-Institut). In addition to the German market leader mobile.de, MOTOR-TALK, Europe's largest auto community, belongs to mobile.de GmbH. Together, both platforms reach around 16 million unique users (source: AGOF digital facts 2019-06). Founded in 1996, the company employs 290 people at two locations in Germany and is a subsidiary of the eBay Classifieds Group. mobile.de users include both private customers and more than 42,000 registered vehicle dealers, while MOTOR-TALK has over 2.9 million registered users.

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