

Press Release

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mobile.de wins Stevie Award for outstanding data visualisation project

mobile.de, Germany's largest vehicle market, counts more than 42,000 dealers among its customers. These are supported by internal employees and external service providers, whereby mobile.de pursues a multi-channel approach.

Thanks to the multitude of available channels, customers have more than ever the choice of how they want to receive information. However, more communication channels mean more complexity because data has to be collected and stored in different places and in different forms. Matthias Schmidt, Sales Manager SME at mobile.de, was therefore quick to realise that those who can best transform data into information, control their business with it and digitally enhance their products are ahead of the competition.

In order to make the applications used in the company and the data obtained available to the employees, mobile.de relies on the Unified Workspace Platform of the Swiss provider oneclick. For the special support of data-driven business models, oneclick has implemented the analysis tool Giant of the manufacturer Fusionex into its platform. A service hub from oneclick[™] ensures GDPR-compliant data exchange between different applications, which enables access to all reporting interfaces of the data-bearing systems and provides the central data pool for analysis and visualisation purposes. With Giant, new dashboards can be created for evaluation in a simple drag & drop process. The Drill Down technology makes it possible to gain a detailed insight into deeper data levels with just a few clicks, e.g. for certain locations or departments.

Giant and oneclick[™] provide mobile.de employees with comprehensive, real-time key performance indicators for managing day-to-day business. The team around Schmidt, for example, now knows exactly which applications have been used for how long. The transparency created helps to reduce usage times and the associated license costs. For upcoming marketing campaigns, special heat maps show the best accessibility of the customers to be contacted across different time zones.

Since the oneclick[™] platform enables access to applications and data via encrypted streaming, it is irrelevant for security whether the employees are inside or outside the protected company network of mobile.de. Depending on the campaign, all required applications and data are brought together in a central workspace in the browser, so that

no switching between different programs, Excel tables or other screens is necessary anymore.

The joint project focusing on data analysis and visualisation was awarded one of the coveted Stevie Awards in September 2019. The international business award honours organisations and individual employees for outstanding performance in the workplace. Matthias Schmidt is already thinking about the next step: "We hope that this pilot project will enable our team leaders to provide more analytical support for their sales staff without requiring in-depth training. On this basis, we will be able to work much more precisely in employee training and further education." A project that will also set important accents with regard to employee competence.

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About oneclick AG

oneclick AG with headquarters in Zurich, Switzerland, and an innovation motor in Prien am Chiemsee, Germany, is specialized in the development and operation of a cloud platform for the automated and secure deployment of digital workspaces. The goal of oneclick AG is to play a major role in shaping and improving end user computing. oneclick AG has been founded 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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