

Gear.it' solution for corporate and product presentations and training was adopted by the Italian GreenBuilding leader to optimize its mobile business.
di Diego Chiaravalle



KERAKOLL

The GreenBuilding Company

A GLOBAL LEADER IN GREENBUILDING SOLUTIONS

At just 29 years of age, Romano Sghedoni founded Kerakoll in 1968 in Sassuolo, Modena (Italy). The company went on to become a leading manufacturer of materials and services in the applied chemical sector for building applications.

The first single-component adhesives for ceramics, designed and produced in his garage, were the result of his passion for construction and chemistry, combined with a huge love of engineering.

Kerakoll now employs more than 1,340 people, has 12 branches in the world serving 2,000,000 building professionals who choose the Italian GreenBuilding's products every year.

Over the years, Kerakoll has built up a unique legacy of technical know-how and skills that have allowed the company to carve out a leading place in the worldwide market for GreenBuilding construction materials, becoming the partner of leading design engineers, specialist distributors and corporate clients such as McDonald's, Armani, BMW, Ferrari, Zara, Diesel, Ikea, Mercedes, Dolce & Gabbana, Swatch and Coca Cola.

KERAKOLL CHOOSES MOBILE REPLICA

Kerakoll, the Italian greenbuilding market leader company, needed to improve communication towards both its commercial network and end users, notably via mobile devices - smartphones or tablets.

Corporate objectives were to provide the entire sales network with a unique platform for training, updates delivery and product presentations and to supply end users with catalogues, technical and information brochures while maintaining unaltered the internal editorial flow based on standardized software enhanced with optimized solutions for multilingual translation. After a careful scouting, Gear.it's MobileReplica was chosen and after a very short time, Gear.it was able to deliver a platform from then used

by Kerakoll's agents. MobileReplica was then published on both Apple and Google stores, available in eleven countries and has been translated, so far, in eight languages.

MOBILREPLICA AS TRAINING AND PRESENTATION PLATFORM

By means of MobileReplica, Kerakoll's marketing department is now able to produce multimedia content leveraging the native features of Adobe InDesign and to export optimized PDF files for business and

product presentations. Documents are managed by the software and can be correctly displayed both via projector, TV, wired and wireless.

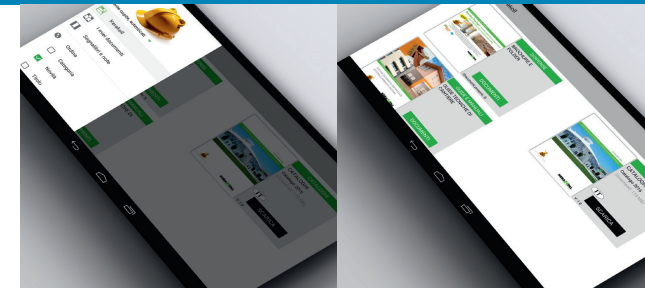
MobileReplica is also able to reproduce these documents on Apple TV, Googlecast (ex Chromecasts) and Android TV via Wi-Fi connectivity. Being the company's documents confidential, only authorized users are able to access them, the platform allowing permissions management.

MOBILREPLICA TO DISTRIBUTE CATALOGUES AND DOCUMENTS ON DISPLAY

It is the more traditional function of the platform, that acts as a documents shelf for off-line documents consultation, notes taking, bookmarking, exporting and some content sharing on social networks via smartphones and tablet.

ADOBE INDESIGN INTEGRATION

MobileReplica can perfectly integrate with Kerakoll's in-house production of technical, marketing and sales documentation, translated up to twenty-eight languages and distributed in several countries worldwide. MobileReplica perfect integration with Kerakoll's documentation production procedures was really appreciated by the GreenBuilding company. The direct sales network is equipped with iPad devices, while the indirect sales network uses iOS or Android operating devices. MobileReplica, for its architecture, is an open platform which over the years has been integrated with processes, ERP, CRM, CMS already adopted by client companies: this is the feature all the products developed by Gear.it have in common, a must in the company's strategy.



MOBILE REPLICA

Developed by Gear.it as a publishing platform for the distribution and sale of magazines and books on mobile devices, over the years it has been evolving as a business system oriented to marketing, to internal communications and to training. The application uses many of the features currently available on iOS and Android operating systems and ensures speed, stability, ease of use, integration with multimedia content, supporting the most modern virtual reality technologies and outdoor and indoor geolocation.

Thanks to a proven plug-in system, the MobileReplica capabilities, can be expanded according to specific requirements without changing the application core: i.e. the extension MobileReplica Sales brings SFA's (Sales Force Automation) features to the core application.