

Press release.

Schöck invests in software start-up

Innovation through cooperation: Building materials supplier and start-up aim to fundamentally change B2B sales

Baden-Baden, May 23 - Schöck AG is pushing ahead with its digital innovations and has acquired a stake in the Düsseldorf-based software start-up FoxBase GmbH. The aim is to optimally digitalise the sales process of products that require explanation and to exploit further potentials of the digital transformation. To this end, the market leader and the start-up want to pool their know-how and exchange experiences in order to generate new product and solution approaches for both companies.

The information and purchasing behaviour of customers has changed fundamentally. Almost any information can be researched on the internet, almost any product can be procured online. The pandemic has once again significantly accelerated the digital transformation in small and medium-sized businesses. However, in the case of products that need explanation within the B2B sector, such as those offered by Schöck, this often leads to breaks between digital and analogue sales channels.

Digitisation is key.

This is exactly where FoxBase comes in and has developed the Digital Product Selector. The software supports customers and sales staff in finding the best product quickly, easily and digitally - based on a no-code platform.

"Just like a good analogue one-to-one consultation, the software helps to find the right product in the shortest possible time. Sales for products in need of explanation are thus digitalised and radically accelerated," explains Benjamin Dammertz, CEO and co-founder FoxBase. The common approach was therefore quickly found: Along the analogue sales channel from initial contact to ordering and the order processing, further potentials for digital solutions will be identified.

Bundling expertise, driving innovations forward

In the cooperation, both companies want to benefit from each other's expertise. Schöck provides important insights into the corporate processes of a globally active medium-sized company, delivers specific market and industry knowledge and presents target groups and their different requirements. As an established market leader, the building products manufacturer from Baden-Baden is a good example that shows the challenges of the digital transformation of B2B sales across industries.

FoxBase, in turn, would like to ignite the next phase of its still quite young company history. The capital will be invested in the further development of the software platform, in workforce expansion and in the marketing of the software. It is to become the standard solution for direct-to-customer sales digitisation in the B2B sector.

The connection with the software start-up is an opportunity to give digitalisation in the company and in the industry a further boost, Mike Bucher, CEO of Schöck, is certain: "Our business model as an established medium-sized and family-owned company with a 60-year tradition is of course different from that of a young and creative start-up like FoxBase. But the corporate cultures have a lot of overlap and therefore offer a new, fresh look for impulses to fully exploit the innovation potential of the digital transformation."

The strategic roadmap for the cooperation has already been drawn up. Schöck presented the first Selector implemented with FoxBase at the BAU trade fair in Munich in April.

www.schoeck.com

Pictures

[Schoeck_Cooperation-FoxBase_1]



The building materials supplier Schöck AG and the start-up FoxBase are pooling their expertise in a cooperation (v. l.): Mike Bucher (CEO Schöck AG); Carsten Dolch (CEO FoxBase); Benjamin Dammertz (CEO FoxBase), Nora Legittimo (Chief Digital Officer Schöck Bauteile GmbH).

Foto: Schöck AG

[Schoeck_Cooperation-FoxBase_2]



Mike Bucher, CEO Schöck AG, und Benjamin Dammertz, CEO and Co-Founder FoxBase (v. l.).

Foto: Schöck AG

About Schöck

Schöck Bauteile GmbH is a company of the international Schöck Group that has more than 1,100 employees and is active in over 40 markets. The headquarters are located in Baden-Baden at the foot of the Black Forest where the company's success story began in 1962. Company founder Eberhard Schöck used his knowledge and his experience of building sites

to develop products that simplify the construction process and solve the physical problems of construction work. This mission has remained the foundation of the company's philosophy to this day, a philosophy that has allowed Schöck to become the leading provider of reliable and innovative solutions to reduce thermal bridges and impact sound, for thermally insulating façade connections and reinforcement technology. Schöck products facilitate a more rational approach to construction and safeguard the construction quality over the long term. The focus is placed on the benefits to the physical construction and energy efficiency. For tomorrow's world of construction work, Schöck is driving the digitalisation of the workflow from planning to the building site.