



Firmenradl.at

New mobility platform for employees, companies and sellers

The “Firmenradl.at” project is an innovative platform created by the INTERSPORT company in cooperation with DCCS that provides easy access to company bikes. The whole process, starting with the search for seller/ brand, through the leasing calculator and order completion, to insurance, maintenance and claim settlement, is digitally represented on the website.

MAIN PROS OF THE SOLUTION

- First, fully automated, innovative platform for company bikes in Austria
- Offer of mobility with many benefits for all users
- Digital, paper-free handling of the whole process for all involved parties
- Professional solution based on low-code application, with the possibility of flexible expansion and short entry time in to the market
- Fully-automated and scalable system
- Intuitive and legible web interface, easy to use for all users
- Helpful filtering options, automatic notifications, many analysis opportunities and integrated dashboards

The new platform is available to all Austrian companies and sellers of sports items, including bikes, and connects sellers, employers, employees, leasing banks and insurance companies. The idea originated in the INTERSPORT Austria company. "In Germany, company bikes have been used for about a decade now. Following the tax reform in 2020, the legal basis for using company bikes has also been established in Austria. Since the purchase of bikes is not attractive for enterprises for tax reasons, we would like to develop a leasing model based on benefits in kind that will be favourable and easy to implement for employees and employers," explains Marc Gerhardinger from the Enterprise Development Department of INTERSPORT Austria.



Marc Gerhardinger,
Intersport Austria

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OFFER OF MOBILITY WITH MANY BENEFITS

The new solution is to digitally connect all involved parties, that is bike sellers, employers and employees, the leasing bank, insurance company and INTERSPORT company as the website operator, without the need to sign any paper documents. "Our goal was to provide employers with a mobility offer that improves the health and motivation of their employees, lowers sick leave times and supports employer branding," says Gerhardinger. What is more, INTERSPORT wanted to be the first company on the domestic market to offer a fully automatic, scalable and easy-to-use comprehensive system.

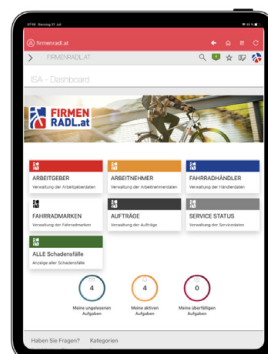
EFFECTIVE DIGITISATION THANKS TO LOW-CODE PLATFORM

Before implementing the project by INTERSPORT, it was necessary to scan the market. "We looked at several providers that had completed similar projects, also in Germany. We finally decided on DCCS to be the solution provider in Austria. We were convinced by the possibility of implementing the concept in a short time, which is why we could quickly enter the market with a professional solution, as well as thorough expert knowledge and a good cost-to-benefit ratio," says Gerhardinger. In the course of

workshops organised later, the experts analysed and discussed the processes and roles, starting with registration in the system, through approval of involved parties and the handling of the bike purchase, to leasing and insurance. DCCS suggested a low-code platform as the technological basis which not only met all the requirements but also was suitable for fast application, flexible and expandable. In order to ensure easy operation, the IT consulting and implementation specialist presented us with a proposal of an intuitive and legible web user interface which appealed to us straight away.

MOVE TO THE GO-LIVE STAGE AT THE BEST POSSIBLE TIME THANKS TO THE USE OF THE AGILE APPROACH

Based on the general concept, the specialists from DCCS first developed the basic functionalities in close cooperation with INTERSPORT. The first step was the registration of individual groups of users (bike seller, employer, employee, leasing bank and insurance company) and the digitisation of all forms. The next stage was the process of handling the leasing of company bikes in relations among the seller, the bank and the insurance company. This required the creation of interfaces for systems of all partners. During the project execution, the agile approach proved to be beneficial, as it was possible to quickly introduce changes and upgrades without considerable outlays and without serious damage to the tight schedule. "We were only slowed down by such issues as compatibility or interfaces for the various connected systems, and changes in the defined processes that were introduced by particular parties. However, thanks to the solution-oriented approach, we managed to overcome these obstacles," remembers Gerhardinger. In a short time, DCCS was able to provide the prototype for testing that was later constantly developed and improved thanks to the feedback from INTERSPORT. After several months it was possible to launch the Firmenradl.at platform.





NEW BIKE ONLY A FEW CLICKS AWAY

The new platform makes the whole process extremely easy: The employer registers at Firmenradl.at and, after their financial situation is checked by the leasing bank or possibly INTERSPORT, they become activated in the system. Then their employees can register at the website. They have to choose their employer, make a request for a company bike and, upon gaining approval, select a bike from any bike shop registered with the platform (the platform offers a list of locations with helpful filtering options). The employer can set a bike price limit in the system between EUR 749 and EUR 10,000. The formalities concerning payment and insurance, with the leasing bank and the insurance company, shall be completed digitally via Firmenradl.at. Furthermore, the system offers a number of practical functions: It automatically sends notifications, e.g. about newly registered employees, and transfers them to the leasing bank in order to check their financial strength. At the time of employee registration at the platform, a notification is sent to the HR department. In turn, the bike seller can see on the website what maintenance and repair services are

covered with insurance for a given client (e.g. maintenance or spare parts), whereas the system reminds the employee about inspection dates. All documents are stored in the system with full access options.

PLATFORM WITH MANY BENEFICIARIES

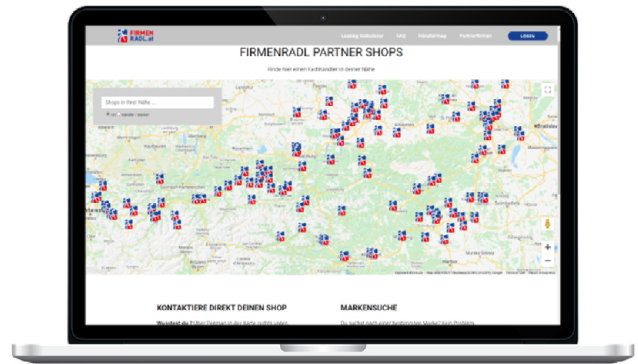
Firmenradl.at offers benefits to all involved parties. The employees do not have to pay cash for a new bike, but get it as a benefit in kind that also includes insurance and maintenance services. The platform offers employees several benefits in one: better health and higher motivation of employees, lower costs of company cars, fewer parking spaces, reduced CO2 emissions, valuable contribution to the building of the employer's brand and, finally, cost neutrality.

"Our goal was to provide employers with a mobility offer that improves the health and motivation of their employees, help to reduce the number of sick leaves and be conducive to the building of the employer's brand."

The bike sellers also have their own gains: thanks to the higher contribution margin and also by gaining new clients and building the clients' attachment with regular repairs and maintenance. "The system automates the whole process, simplifies the processing of orders, safely stores all relevant data and is very easy to use. Thus, we also support stationary sales, because Firmenradl.at only accepts retail bike sellers with workshops," explains Gerhardinger.

CONSTANTLY RISING NUMBER OF USERS PROVES THE SUCCESS OF THE PROJECT

The success proves that the project was a bull's eye idea: new companies, employees and bike sellers register on the platform nearly every day. The system is currently used by about 500 users and 300 INTERSPORT locations and bike retailers all over Austria. Numerous processes, dashboards, reports and interfaces run in the background, without being noticed by the users, and make sure that everything is fully automated. The "low-code approach," combined with agile software development, was the right choice, as it has allowed us to quickly and flexibly introduce



PROFESSIONAL COOPERATION AS A SUCCESS FACTOR

Cooperation with DCCS has proved to be a complete success. "Very good team work and professional performance are the best confirmation that we have chosen the right partner. Together we have managed to introduce a complete project on the market in less than four months. Thus, we are the first company in Austria offering a comprehensive and fully-automated platform for company bicycles" sums up Gerhardinger. Soon the next stages of platform expansion will start. Apart from

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many improvements and changes to the system. Thanks to the web technology, all participants can easily gain access to the platform with any device, also on the move, as well as send, view and change data. Taking advantage of the new mobility offer has never been so easy for the employees," emphasises Gerhardinger, and mentions another benefit for INTERSPORT: "With integrated dashboards, you can create reports, e.g. on sales, regional turnover or the number of system users, at any time."



the ongoing optimisation, an overview map was integrated on which the participating employers were marked. The website also offers claim settlement and the possibilities of advertisements for participating companies. "Thanks to Firmenradl.at, we have managed to make great progress towards the execution of our vision of a permanent change in mobility in Austria. A bike has no limitations and perfectly complements all other means of transport. Every employee should be able to use the system and draw benefits from it," sums up Gerhardinger.

Photos: (c) Intersport Austria GmbH

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ABOUT WEBCON BPS

WEBCON produces the **WEBCON BPS** platform - a comprehensive low-code solution for digitization, automation, and management of business processes.

Process solutions built with **WEBCON BPS** help companies work more efficiently, make better business decisions, and generate time and cost savings. The platform encourages organizations to continually optimize their processes, automate repetitive tasks, and get rid of paper – effectively using IT technologies to support existing and implement new business models. These kinds of process automation and digitization tend to introduce a new level of quality into companies' operations and business management.

WEBCON's customers estimate that **WEBCON BPS** is able to address over 90% of their business needs and scenarios with a single platform; it fits needs ranging from simple activities supporting operations to complex processes critical to business continuity.

WEBCON BPS has already been chosen by over 650 companies and corporations around the world.



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