A Low-Code Solution for International Distribution

Berlin-based lab instrument manufacturer KNAUER replaces Excel lists with a Ninox in-house solution

KNAUER Wissenschaftliche Geräte GmbH in Berlin is a medium-sized family business in its second generation. With approximately 150 employees*, KNAUER develops and manufactures high-quality lab instruments for the pharmaceutical and life science industries. The company sells via distributors across more than 80 countries worldwide. Customers range from universities and companies to start-ups and global corporations.

🌐 www.knauer.net

CHALLENGE

Excel lists and data exchange as a permanent building site

KNAUER's product catalogue contains more than 20,000 articles, which all form the basis for compiling tailor-made solutions or customers. For a long time, the extensive data stock was managed using Excel lists with additional VBA scripts. This took a lot of effort from data exchange with sales partners and repeatedly led to problems to do with different program and file versions. KNAUER tested various software packages as an alternative to Excel, but they were all in the six-figure price range. Even for this high price, they would only partly fulfil the requirements. Through a recommendation from an employee, they found Ninox - and thus developed their own solution.

Complete Sales Management with Ninox

The "KNAUER Sales Navigator", as the solution is called internally, was developed entirely by the sales department using Ninox and covers all relevant areas. The starting point was the price list, which until now had to be sent by email to everyone involved with each change. Now, many sales partners have direct access to the price list via the Cloud. In the meantime, the entire dealer sales department is managed by the KNAUER Sales Navigator: product database, lead management, project management, OEM spare parts catalogues, document management - everything runs via Ninox.

Currently, nearly 60 KNAUER employees and sales partners use the Cloud-based Ninox solution, both in web browsers and with apps for Mac, iPad, iPhone, and Android. Every month, two more users are added on average.

Key Features

✔ **Product database**

✔ **Document management**

✔ **Lead management**

Benefits

A decisive advantage for KNAUER is Ninox's low-code approach, eliminating the need for time-consuming and costly coordination between users and developers. With Ninox, development can now take place directly within the specialist department, and practical experience from everyday work flows into the development process permanently. In this way, the KNAUER Sales Navigator is an individual sales solution, tailored to the needs of the company and can be adapted for future requirements. The shared use of the Cloud-based database enables KNAUER to develop even better solutions for their customers in close cooperation with its sales partners. The motivation of all participants to use and develop the Ninox solution still further is therefore high.

20,000+

ARTICLES

150+

EMPLOYEES

80+

DISTRIBUTION
COUNTRIES

"The performance of Ninox is impressive, we don't even see quality like this from very expensive SQL databases."

Carsten Losch
Head of Worldwide Sales

Get in touch

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Ninox is a collaborative, cloud-based platform for business teams. We empower users to build business applications and automate back office workflows with drag and drop tools.