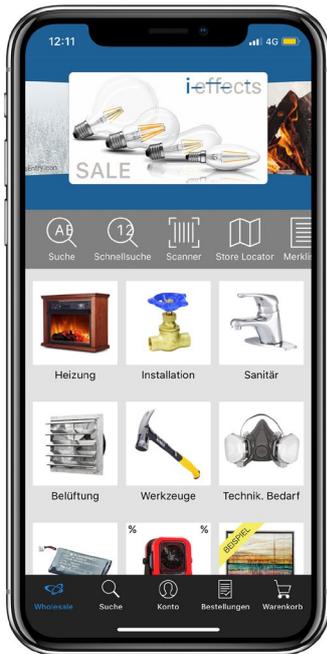


We at effects believe that usability is a decisive factor in B2B e-commerce. That is because the customers of our customers want to get their job done – quickly, directly and without any complications. Which is why we are committed to developing the fastest B2B e-commerce apps based on our innovative technology.

Usability



Speed and an excellent interaction design are essential factors for achieving outstanding usability. In terms of high speed, we have chosen to be pioneers by developing our unique synchronization technology.

With our ieffects synchronization technology, all important data is loaded onto the device at the first launch of the app. This happens in a flash, even if the product range consists of hundreds of thousands of articles. Wholly unnoticed by the user, this data is constantly updated once the customer starts using this app.

Our apps are network-enabled offline and super-fast as they do not have to access the wireless network all the time. Information that is subject to fluctuations, for instance information on specific prices and inventories, is simply loaded online without blocking the app.

Your customers too will appreciate this perfect usability: effective added value that the customers of our customers reward with increased purchases and greater customer loyalty.

Industry-specific know-how

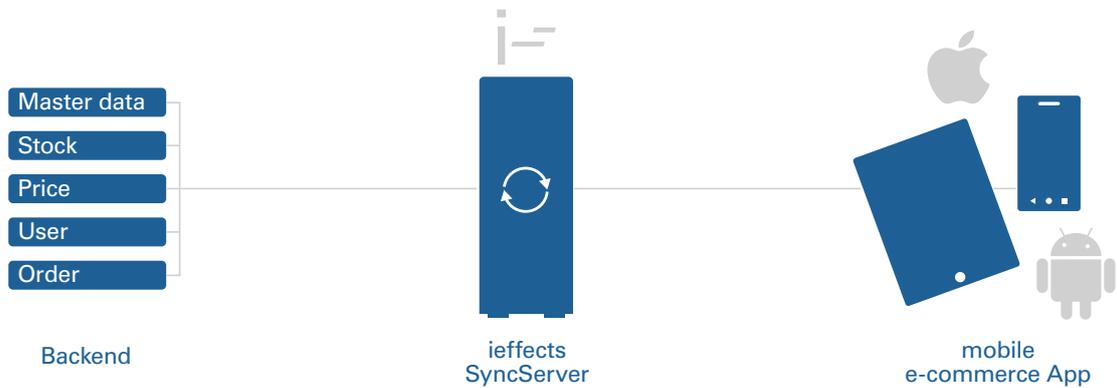
For a decade, ieffects has been developing e-commerce apps for wholesalers, industrial suppliers and manufacturers. Our success speaks for itself: more than twenty domestic and international customers with a turnover of up to €2.5 billion fully rely on our apps.

Our goal is not only to create the ideal ordering platform but also to support craftsmen in their daily routine with services such as precise delivery times, configurators, notifications, chat functions and technical information. Professional barcode scanners too can be equipped with our app if regular smartphone cameras do not suffice for reading barcodes.

All solutions are product-based. Numerous functions that can be customized or upgraded at any time are available right from the outset. Apart from its development, we also provide support in marketing the app and related services such as integration, operation, maintenance and relevant upgrades.

Technology

ieffects apps are native apps developed on Apple iOS for iPhone and iPad as well as on Android smartphones and tablets and can be integrated into our customers' backend structures via a series of standard interfaces.



The ieffects SyncServer is used as an universal interface and facilitates data transfer, for instance, during synchronization or real-time access. It serves as the link to mobile devices and, as it is based on the Java Enterprise platform, can also be integrated into various systems.

References

Gemüsezentrale Tägerwilen

As a wholesaler for the catering industry, the Gemüsezentrale Tägerwilen vegetable depot is a major supplier of vegetables, frozen foods and other fresh foods for restaurants, nursing homes, hospitals and other bulk consumers.

ieffects developed a customized iPad App that went live in 2014. Only a year later, 80% of the orders were placed via the app and the vegetable depot recorded an overall sales increase of 18%.



Winterhalter + Fenner

Winterhalter + Fenner AG is a wholesaler for electrical materials with five brands in Switzerland and 260 employees. The company's major customers include electricians who – while on the road – order the materials they require by smartphone which they need to be delivered directly at the construction site.

ieffects developed an app for the company's extensive range of products. Since 2011, the number of customers using this app on iPhones, iPads and Android devices has been growing steadily. Currently, 25% of Winterhalter + Fenner AG's sales are thanks to this user-friendly sales channel.



Contact

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