TeamViewer
Tensor

Remote Support – Without Limits

Ernsting's family relies on TeamViewer Tensor
as support platform for its 12,000 employees
and 1,920 stores

Ernsting's family

Initial situation

Ernsting's family has been offering clothing with a focus on women's
and children's fashion in Germany and Austria since 1968. As a result
of enormous growth in recent years, the business has developed into
one of the leading clothing retailers in Germany.

In response to changing buying behaviour, the retailer, which has
been traditionally bricks and mortar, is focusing on expanding its
multichannel strategy, enabling customers to source products
across channels.

Since 2021, for example, store employees have had access to
store iPads for advice and sales: Using the specially developed
"Endlosregal" ("Endless Shelf") app, they use them to reorder items
not in stock for customers in the store, provide information about
the product range, and manage customer data. The store tablets
have become almost as important to the business operations
of the women's and children's fashion specialists as the checkout
terminals. Technical problems therefore need to be resolved as
quickly as possible.

Challenges

Within a few weeks, Ernsting's family equipped its 1,920
stores in Germany and Austria with iPads on which employees
can reorder goods for customers via their Endlosregal app.

As the number of new remote devices in the company grew,
the focus shifted to the processes surrounding IT support.

The IT managers were confronted with several challenges:

→ When there was a problem with the tablet, the branch
employee needed immediate help to ensure the smooth
running of day-to-day operations.

→ They were looking for a flexible, scalable remote support
platform that could be used not only for tablets but also
for regular IT support for workstation PCs.

→ A unified platform was required to optimise the efficiency
of IT support in the company.

> Good customer relationships over many years are very
> important to us. We can further strengthen these with the
> Endlosregal app and significantly improve the service for
> our customers. And TeamViewer Tensor enables to do just
> that with its mobile SDK capabilities."

**André Strauch, Team Leader Client Management
at Ernsting's family**

Solution

Thanks to the [TeamViewer Tensor](#) remote connectivity platform, support staff can connect to the Windows PCs in the company if necessary, and thanks to the Mobile Software Development Kit (SDK), they can also connect directly to the Endlosregal app on the iPads for rapid troubleshooting. Using single sign-on (SSO), support staff can log into TeamViewer Tensor with their existing company data, which significantly reduces the effort required for user administration.

Result

The IT team can quickly connect to remote systems and devices to view and configure system files while maintaining the highest security standards.

Improved efficiency in remote support, thanks to the Software Development Kit (SDK) also directly in the Endlosregal app

Optimal technical support for store employees

Simplified processes thanks to single sign-on and automated rights management

Store tablets for a new service experience

Around 12,000 employees are now spread across branches ranging from villages in rural idylls to big cities.

"Good customer relationships over many years are very important to us", emphasizes André Strauch, Team Leader Client Management at the retail company. "We can further strengthen these with the Endlosregal app and significantly improve the service for our customers."

On the iPad, which runs independently of the cash register, employees can order goods that are not on site for their customers to local store or another branch. They can also see whether the desired product is still in stock at a neighboring store and can order the goods for the customer - "endless shelf" is what Ernsting's family calls this ordering option at the point of sale.

Holders of the customer loyalty program can have their "annual card" scanned in, and their data is ready for the ordering process. Customer cards can also be activated and general data managed using the iPad, making it as easy as possible for Ernsting's family customers to enjoy the benefits of long-term loyalty, such as discounts.

Test run in 52 stores

In 2019, there was a test run for this concept in 52 stores, and the solution proved itself very valuable. Since September 2021, every branch has had an iPad, which is now firmly part of the service. However, this success also meant a challenge for IT support: In the event of a problem, fast support is needed. Daniel Burkart, Team Leader IT at Ernsting's family explains: "In order to be able to react quickly, we needed a remote support solution that, in addition to the usual Windows PCs at the workstations, also supported iOS of the latest generation, and in particular our app."

IT support had to be adapted to the growing requirements. Those responsible assumed that the number of support requests would increase significantly, especially since the employees do not all have the same technical understanding.

Ernsting's family IT found the perfect solution in TeamViewer Tensor: With the cloud-based platform for remote connectivity, IT employees can connect to all devices in the company remotely to diagnose and fix problems. The main benefit of TeamViewer Tensor for Ernsting's family: Thanks to the TeamViewer Tensor Mobile Software Development Kit (SDK), TeamViewer's remote access and control functions were integrated directly into the company's own app as a white-label solution.
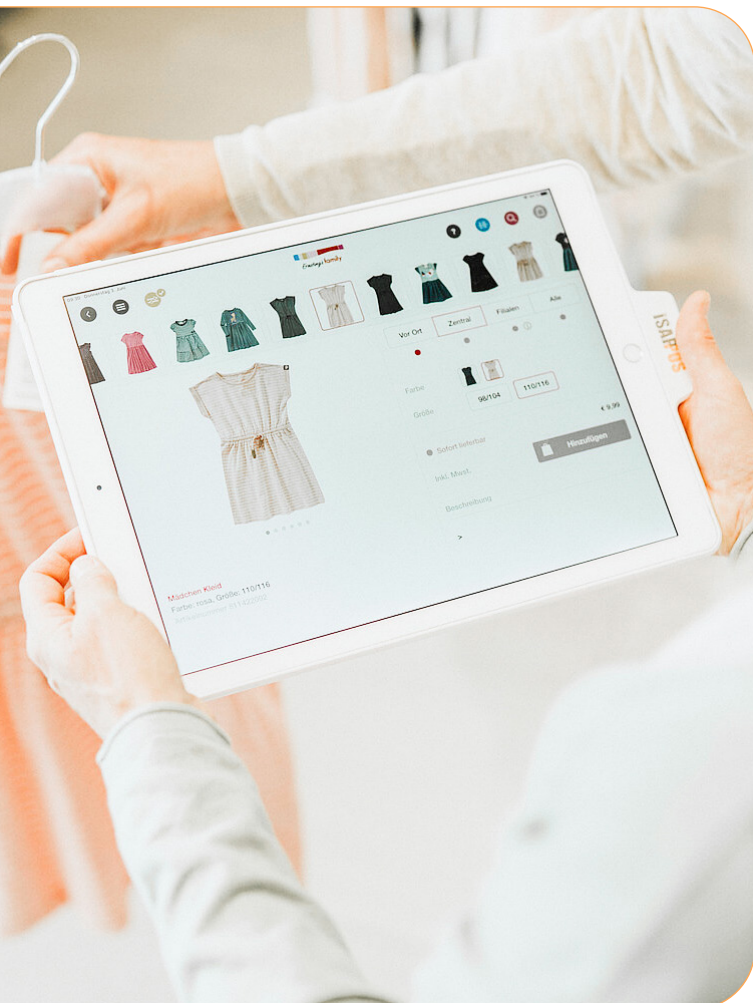
"The fact that TeamViewer Tensor supports our app so seamlessly was such an 'aha' moment for us that we made Tensor our new unified remote support platform for the entire Ernsting's family company," Daniel Burkart emphasises.

"With TeamViewer Tensor, we now have a solution that allows us to ensure smooth operations in all stores – sales assistants receive fast support for technical problems and customers benefit from the additional digital services to which they have already become accustomed."

The TeamViewer Tensor Active Directory connection is very helpful with the large number of devices, stores and employees at the retailer. It enables single sign-on for IT colleagues and automated assignment of access rights, which greatly simplifies IT support workflows and makes them less prone to errors.

"The seamless support of all devices is invaluable to us," says Daniel Burkart.

> **This would not be feasible by phone or e-mail. Thanks to Team-Viewer, we can find and fix errors and problems in the shortest possible time, thus avoiding frustration and waiting time for our colleagues as well as our customers."**
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> **Daniel Burkart, Team Leader IT at Ernsting's family**

About Ernsting's family

With around 1,920 stores in Germany and Austria, a multi-award-winning online presence and around 12,000 employees, Ernsting's family is one of the largest cross-channel providers in the German textile retail sector. In fiscal year 2021/22, Ernsting's family reported sales of around 1.285 billion euros. The company, based in Coesfeld (Westphalia), offers fashion and accessories for the whole family with a focus on lingerie, women's and children's clothing. Quality at surprisingly low prices is the premise of the company, which is continuously pursuing the development of new distribution channels and sales locations with social, societal and ecological responsibility.

About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device — across platforms — from anywhere.

With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

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