

Case Study- Mobile Application Design & Development

# Transforming Construction Emissions Management with Putzmeister's CO<sub>2</sub> Calculator

A web-based CO<sub>2</sub> calculator developed to provide a clear, data-driven comparison of costs and emissions between diesel and iONTRON.

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# About the client:

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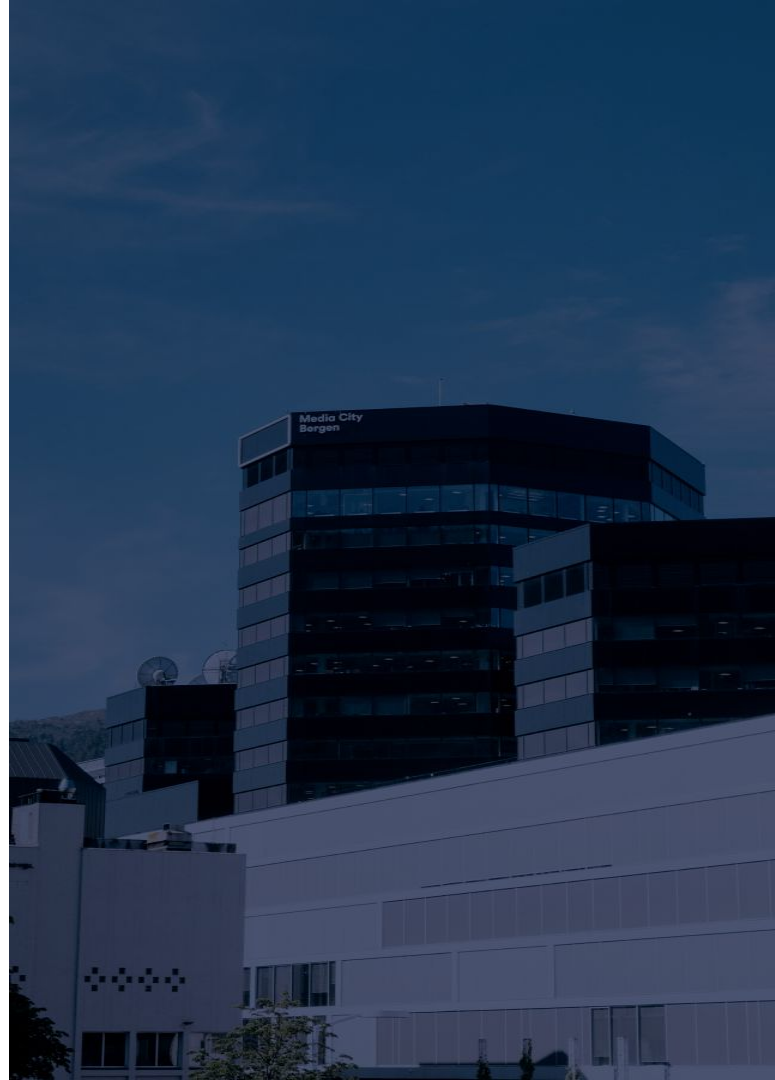
**Putzmeister**, established in 1958, is a global leader in construction and mining equipment, specializing in the pumping, distribution, and placement of concrete, mortar, and high-density solids.

With over 20 subsidiaries worldwide, they are renowned for providing innovative, reliable, and customized machinery solutions for projects of all scales.

Their commitment to German engineering excellence, combined with local expertise, ensures the long-term reliability of their products and with a legacy of cutting-edge technology and a focus on meeting the ever-evolving demands of the construction and mining sectors.

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# Business Challenges & Needs

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Why Putzmeister Needed the CO2 Calculator ?

- **Overburdened Sales Team**  
The sales team faced an overwhelming number of inquiries and spent excessive time convincing customers of the benefits of iNTRON's electric technology.
- **No Clarity on Benefits**  
Customers struggled to fully understand the cost and emissions benefits of transitioning to iNTRON, requiring more robust and visual evidence.
- **Time-consuming Communication**  
The manual process of explaining the advantages was time-consuming and inconsistent, leading to inefficiencies in the sales process.

Putzmeister required a centralized, automated tool to streamline client communication, saving time while clearly demonstrating the environmental and financial advantages of iNTRON technology.

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# Solution Delivered

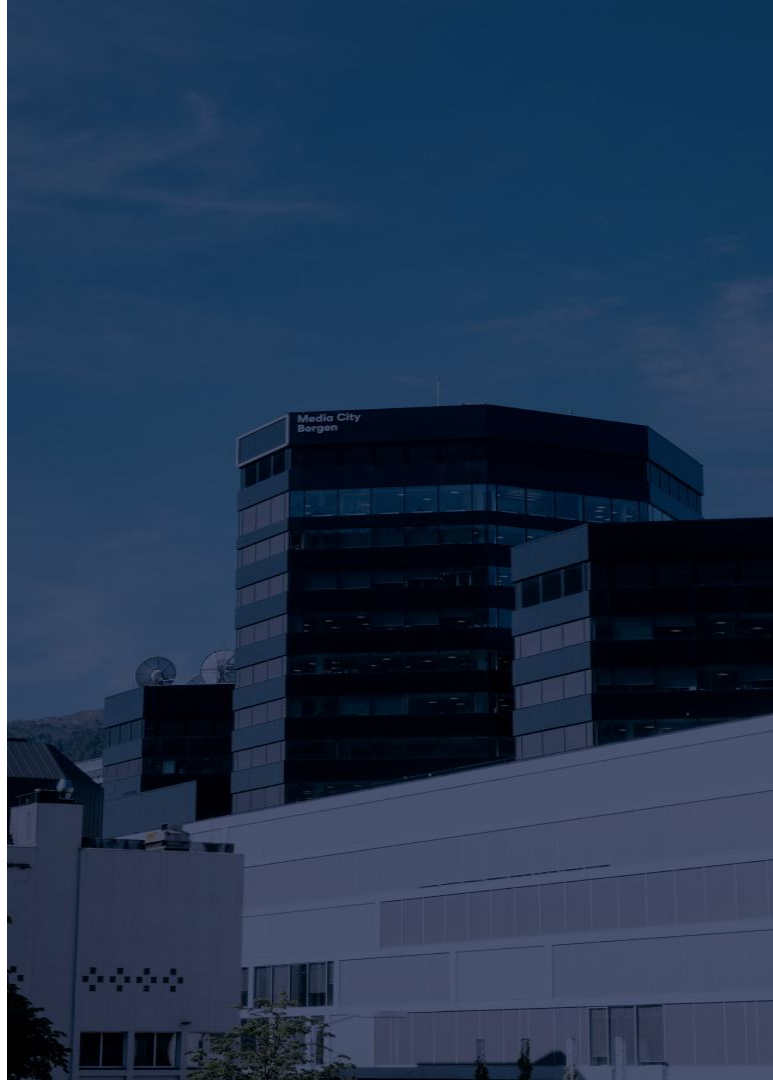
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The CO2 calculator was developed as a web-page to solve Putzmeister's challenges in the following ways:

- **Automated Client Support:**  
Introduced a centralized CO2 calculator that reduces the sales team's workload by automating responses to common inquiries about ;ONTRON's benefits.
- **Visual Demonstration of Benefits:**  
Provided a user-friendly platform that visually showcases cost and emissions savings, ensuring clients easily grasp the advantages of transitioning to iNTRON technology.
- **Efficient Client Communication:**  
Replaced time-consuming manual explanations with a reliable, automated solution, ensuring accurate and uniform communication with clients.

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# Tech Solution:

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# Key Features:

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The CO2 calculator was developed as a web-based app to provide a visual, data-driven comparison of costs and emissions between diesel and iONTRON, helping the sales team quickly and effectively demonstrate its benefits.

- **Intuitive Interface** – The user-friendly dashboard allows project managers to effortlessly analyze and optimize environmental impact.
- **Advanced Data Integration** – Real-time emissions and energy data are seamlessly integrated through APIs, ensuring precise and up-to-date comparisons.
- **Global Reach** – The platform is localized in 15+ countries, offering automatic language and regional customization for seamless accessibility and compliance.

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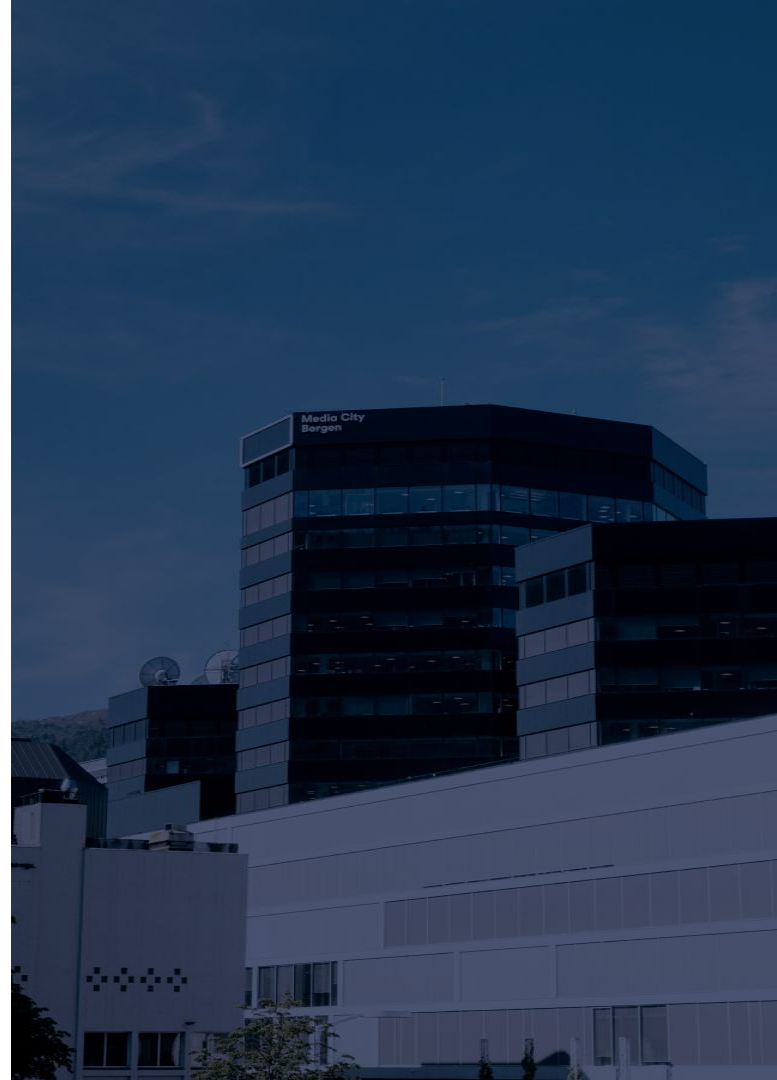
# Value Delivered:

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- The sales process became more efficient by automating the demonstration of iONTRON's benefits, saving the team valuable time.
- Clients gained confidence through clear, data-backed insights, making the transition to sustainable energy solutions easier.
- iONTRON was positioned as a leading sustainable construction solution, strengthening long-term customer trust.
- Putzmeister expanded its market reach by simplifying comparisons between diesel and electric-powered solutions.
- The tool enabled efficient support for 400,000 European construction businesses, driving the adoption of sustainable practices.
- Streamlined decision-making helped accelerate the shift toward eco-friendly construction technology.

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# Thankyou!

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Thanks!

