



Gerhard Wagner, originally a mathematics graduate from Linz, also the city where he grew up, has seen a lot in the 12 years he has spent at Pöttinger, gaining experience in many different processes and competencies along the way.

Together with his 7 person team, he is responsible for IT infrastructure and support. At the Czech site another technician works in a supporting role under his direction.

sionally-equipped spare part warehouse with refurbished and new parts which fitted Pöttinger's needs. The central hotline, clear handling of data traffic, and transparent, easily reviewable service procedures were also key in choosing Technogroup.

Chemistry can be crucial for any successful partnership, and Technogroup came up trumps in this area, too. Combined with tried and tested performance and a raft of other unique selling points, the decision to work together became simple. Wagner puts it succinctly: "A large portfolio and outstanding references from major companies speak volumes for Technogroup."

"I'm impressed by Pöttinger, their technical standards and continued advances in the field of agriculture, but also by their understanding of the concept of partnership and customer focus. Technogroup, like Pöttinger, is a company led by its founders. What they at Pöttinger call 'putting people at the centre of business' is known at Technogroup as 'service with passion' ", says Claus Fischer, founder and Managing Director of Technogroup.

"IT service has never before been as demanding as it is today, and yet must be available at all times. As a service company, this means you have to convince people with your performance. Let your actions do the talking and the rest will look after itself."



"This is very much intentional. We've learned not to rely too heavily on any one manufacturer. It's our task to minimise risk, and that means not putting all our eggs in one basket", says Gerhard Wagner, summarising the company strategy.

## Summary

"Working with Technogroup allows us to feel much more closely involved in the process than we do when dealing directly with the manufacturer", says Wagner, in response to a question on the quality of the service. It goes without saying that prior to deciding on Technogroup, the question of value for money was examined closely, and indeed was a crucial factor in the final decision to form a partnership.

But there were other good reasons which tipped the scales in favour of working with Technogroup, such as a profes-



SUCCESS STORY PÖTTINGER

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# Moving as one

## Technogroup and Pöttinger – a success story

Since being founded in 1871, Pöttinger has become one of Europe's most prominent manufacturers of agricultural machinery. The financial year 2009/2010 saw the Grieskirchen-based family business and its dedicated workforce of just under 1,150 achieve a turnover of €182 million, 80% of which coming from exports via a worldwide distribution network.

In the early years production came from mills and presses, complemented by shredders and reapers, before being extended in the years that followed to hay loaders and hayman machinery.

Using its experience and market understanding Pöttinger created the first forage wagon in the 1960s and as a result became the worldwide market leader.

Over the next few years, the ability to recognise and respond to demand was to become a company hallmark.

## Technology at the centre

In order to extend and improve its product range, Pöttinger invests constantly in both research and development, as well as in the expansion of its Technology and Innovation Centre, the focal point of the company's quality assurance.

The Centre in Grieskirchen, Austria, is one of the largest knowledge hubs in Europe. For Pöttinger it is the heart of their business – where extreme operating conditions can be simulated and product load limits tested.

One of the more unusual pieces of testing equipment is the Multi Axis Shaker Table, or MAST. It can simulate accelerative forces equivalent to a rocket launch and oscillation

similar to that experienced in an earthquake. 4.5 tonne payloads can also be tested using facilities which are unique in the agricultural sector.

A further highlight in testing technology is the 4-Poster. It simulates the entire working life of every Pöttinger machine in accelerated time, thereby saving about 75 percent against the length of the equivalent field study. It's developments like this which have placed Pöttinger at the forefront of agricultural technology.

## The secrets of market leadership

### Partnership writ large

The company's international success can be traced back to its attitude towards partnership. Meeting consumer requirements has led to an extensive product range in the grassland and soil cultivation sectors. In this way, Pöttinger has been able to fulfil the hugely differing demands of each and every customer, worldwide.

The company's willingness to innovate has not only led to new concepts for machinery and procedures, but also to a world-leading position in the forage wagon sector.

### Customer service on your doorstep – around the world.

For Pöttinger, close customer relationships mean physical proximity. That's why the family business is continually investing in the expansion of its sales and distribution network.



This guarantees the quick provision of both goods and services and the ability to provide each customer with the assistance they need, at their doorstep.

Alongside its four international production facilities in Austria (Grieskirchen), Germany (Landsberg am Lech and Bernburg), and the Czech Republic (Vodnany), Pöttinger has numerous sales offices in Germany, France, Italy, Switzerland, Canada, Australia, as well as Poettinger US Inc, TOV Pöttinger Ukraine and Pöttinger Russia.

### Pöttinger's vision

"As a family business, Pöttinger takes its responsibilities towards future generations and the environment very seriously. It is our task to develop sustainable agricultural technologies because agriculture is crucial for everybody. This is our passion and we approach it as such", Managing Directors Heinz and Klaus Pöttinger on the company's environmental stance.

## IT – the nerve centre

It should be of no surprise to anybody that IT is of major significance in a company where technology plays such a leading role. A malfunction of simulation machinery such as the MAST or the 4-Poster would be unimaginable, as would an outage of the climatic chamber or test facility, although all these would pale in comparison to a failure of the production or manufacturing control processes. All IT is controlled by the Grieskirchen head office.

"Delays to customer deliveries are unacceptable. If system feedback in the production process stops, we have a problem, a big problem. And if SAP goes down, we have no orders. What we fear most about process downtime is the domino effect. We do everything we can to prevent this worst-case scenario, because customer satisfaction is one of our most deeply-held beliefs", explains Gerhard Wagner, Team Leader for IT and Infrastructure at Pöttinger.

## IT infrastructure built to meet the most demanding requirements

The IT environment consists of over 40 physical and more than 50 virtual servers in a VMware environment (the total number in the data processing centre runs into three figures). Services such as Citrix XenApp and SAP are then also supplied.

The IT centre in the Grieskirchen headquarters supplies all production facilities from Austria (Grieskirchen) to Germany (Lansberg and Bernburg), as well as the Vodnany, Czech Republic site and numerous worldwide sales offices.

In keeping with a sophisticated IT infrastructure, Pöttinger employs equipment from a broad range of companies, from Dell to HP and IBM.

