

# JC INFORMATION MANAGEMENT

Owned by: Christoph Hoffmann



JCIM  
JCIM  
JCIM  
JCIM  
JCIM

## CASE STUDY BARTEC



### Starting position

BARTEC, a company traditionally operating in the field of explosion protection, faced the challenge of gaining a foothold in the digital world and expanding its company portfolio, as they believed they were only selling "cables and boxes" - where is the digital product to be had? Despite the desire for digitalization, the question remained: How can physical products like cables, which must be laid concealed due to explosion protection, be digitally transformed?



### Challenges

The maintenance of these cables was laborious and costly, as the protective materials had to be removed to check the condition of the cables. BARTEC had the idea of using sensors to monitor the corrosion status to determine when a cable needed maintenance or replacement. They invested heavily in developing such a system but concluded that despite all calculations and consulting, there was no viable business model for it, as customers did not see the added value and demanded warranty services.



## JCIM's contribution to transformation

JCIM approached BARTEC with the message that digitalization does not have to be complicated. Within six weeks, JCIM set up a mini-case and actively collected data that indicated there was a valid business case. JCIM helped BARTEC to change perspective and suggested rethinking the entire innovation process, especially for digital solutions.



## Results and impact

By restructuring their approach, they were able to build concrete cases, one of which generated minimal annual recurring revenues of 5 million euros alone. This was just the beginning, as they realized that customers were not only interested in energy savings but that BARTEC's moisture sensors could help increase energy efficiency by adjusting the heating curves for heating cables according to the humidity.





## Current status

Today, BARTEC is in the midst of a wave of innovation. With JCIM's support, the company has introduced a new, digital innovation process and is able to proactively meet market needs. They have not only convinced the board and the supervisory board of their digital path but have also brought about a cultural change in the company, overcoming old reservations and enthusiastically embracing digital solutions.



## Conclusion and lessons

BARTEC has learned that the key to success lies in approaching the customer, presenting solutions, discussing them, and directly integrating market feedback into the company's processes. JCIM has supported the company in continuously informing and inspiring management, thus making the turnaround. BARTEC is now an example of how digital innovations can lead to success even in traditionally oriented industries.