Laboratory innovation with cloud and IoT

VELP Scientifica collaborated with Deloitte to develop an IoT solution focused on customer needs—a user-friendly, time-saving, cost-saving platform that customers would want to use and would willingly pay to use.

THE ISSUE

For VELP Scientifica, a global provider of laboratory instruments, connecting more meaningfully with customers has become critical to operating in a highly competitive industry—and essential for thriving in today’s rapidly changing digital economy.

THE SOLUTION

To position the organization for the future, VELP Scientifica deployed a cloud-enabled, customer-facing IoT platform that could collect data and offer insights into how customers use the company’s laboratory machinery and products—allowing VELP Scientifica to continuously enhance designs and identify new business opportunities.

SAP technologies enabled

- SAP® Cloud Platform
- SAP® Leonardo IoT capabilities
- SAP® Fiori®
- SAP® CRM 7.03
- SAP® ECC 6.07

THE IMPACT

- Providing remote customer service and assistance more efficiently—such as helping to control machine parameters
- Capturing IoT data to develop stronger customer profiles for use in marketing activities
- Building a repository of insights into how customers use machinery, helping improve product design and development
- More effectively reaching end customers—promoting new products and services
- Bolstering customer loyalty to the VELP brand and its products

For more information, contact Silvia La Fratta. slafratta@deloitte.it

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