Problems *love* Creativity.

frankly

Accelerate Business
Decision-Making by
Leveraging the Capabilities
of Data Governance &
Master Data Management

frankly

https://www.ilkafranz.com/

Anders 👋

Excel
CSV Export
API
Images
SAP
Hardcoded

Problems *love* **Creativity.**

We truly believe this to be true

People partner with us on solving stuff like

Websites

Strategy

Digital marketing

APP's

Social Media

Data

Research & Analytics

Sales Enablement

E-commerce

We are 80 franklys from 18 nationalities

PM / Account

Design / Motion / Copy

Tech

Strategy & Activation

Installer app

The ____ installer app is the daily pocket assistant for installation professionals.

The app provides information, tools and tips for installers working with ____ Cooling installations.

Scaleable

Always up-to-date catalogues and functionality.

Easy to add or remove features.

On Demand

No overwhelming user experiences. The app evolves based on user needs.

Usage will focus the development effort.

Unified

A single access point for all Installers.

One-app reduces the effort needed for maintenance.

Purpose

To make it even better for Installers to collaborate with ___.

Insight

Installers use specific apps for specific purposes, but finds it hard to find the app they need in the ____ app portfolio.

Goal

The Installer app will be the go-to interface for all Installers.

Exhibitions

Search Engine

Trouble Shooter

Magnetic Tool

Conferences

Spare Part

Social Media

TXV SH Tuner

Low GWP

Refrigerant Slider

E-mail Marketing

Online Advertising

Communication & Distribution

Driving traffic is crucial for successful implementation

Communication focuses on individual features rather that full service.

User Profile

Creating a profile enables the user to customise the interface, share experience across devices and receive new and updates.
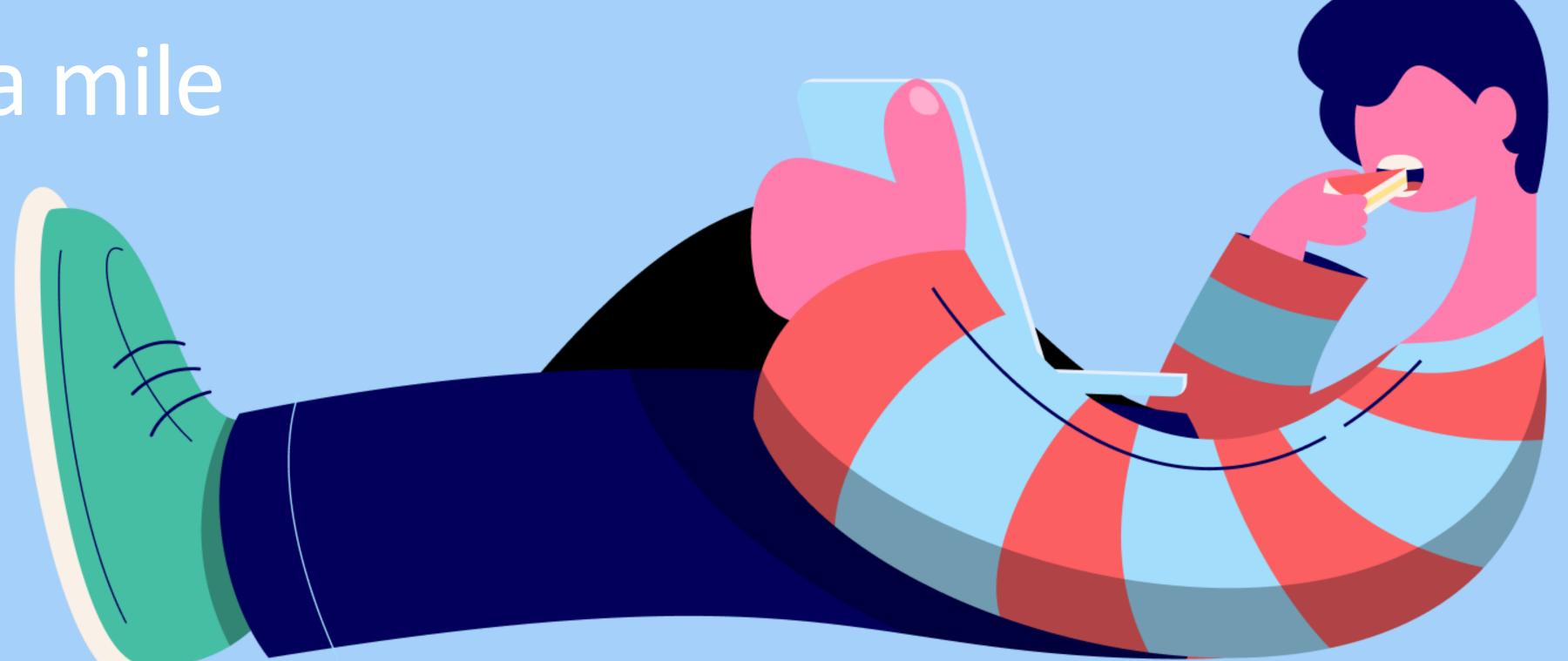
Tools & Services

The app nests on existing apps.

Apps are provided gradually based on user's request and behaviour.

Learnings

- Single source of truth
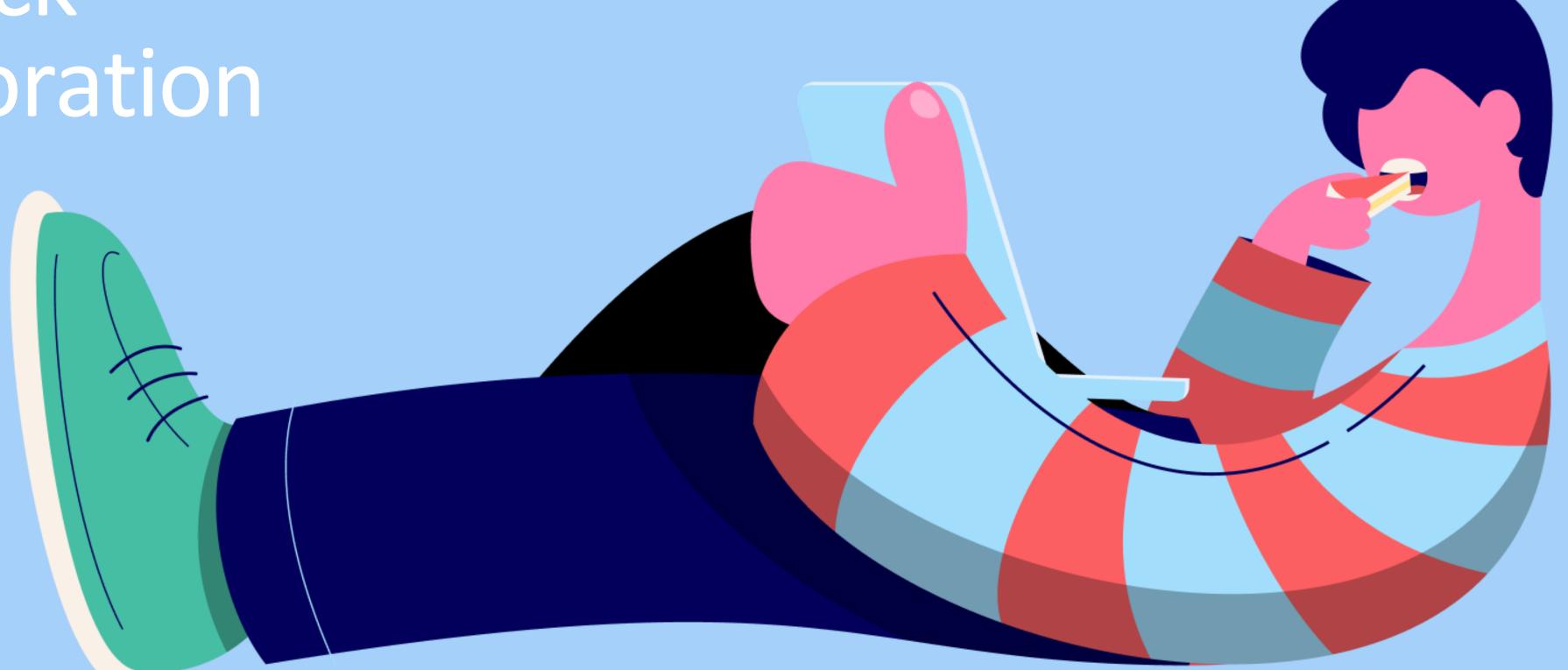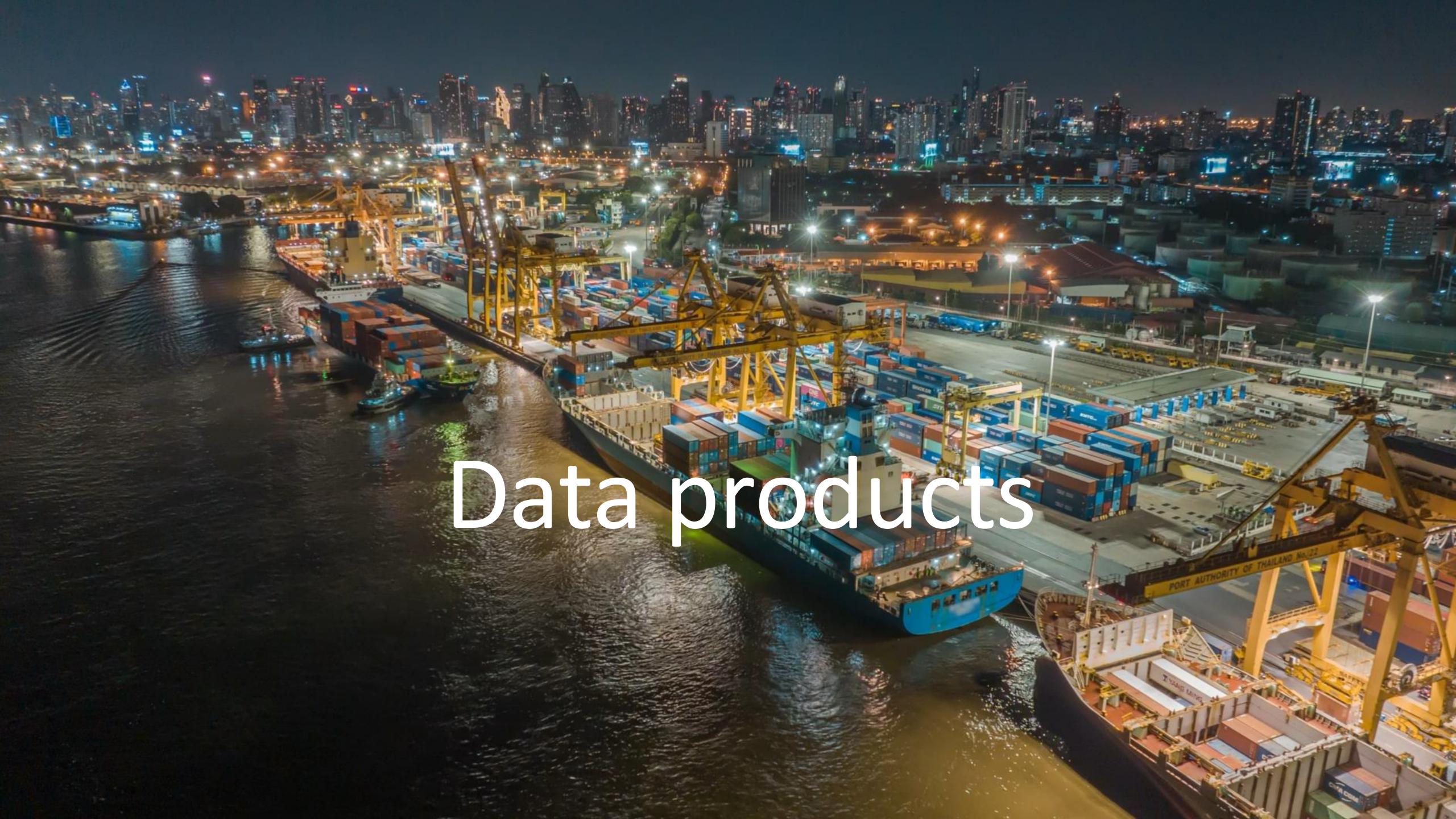- Clear vision
- Go the extra mile

Done.
Now what

Multi channel

Valve, brass, 2 inch, revers ø 2,4 pH 2.5 tolerance.....

Learnings

- Unlocking potential
- Carrot & Stick
- It's a collaboration

Next stop - Lakehouse

The AI revolution

Data products

Learnings

- Tools matter
- Don't keep it a secret
- Embrace the new

Thank you! 🤞