



Digital Champions Award 2020

BOOSTRACK WINS GOLD AT DIGITAL X

Digital Champions Award honoured in the „Digital Customer Experience“ category

Hardly any other topic is receiving as much attention at the moment as digitalisation in SMEs. Thanks to Digital X, Europe’s largest cross-sector digitalisation initiative, small and medium-sized enterprises can dare the digital transformation. The initiators of the „Digital Champion Award“ are aware of this courage. For this reason, WirtschaftsWoche, the largest business magazine in Germany, and Deutsche Telekom, as a leading service specialist in the telecommunications and IT market, honour companies that are digital leaders in their field with this joint award. BOOSTRACK GmbH was awarded gold in the category „Digital Customer Experience“.

German SMEs are praised worldwide for their innovative strength,“ said Hagen Rickmann, Managing Director Business Customers Telekom Germany. „It has always taken on challenges courageously and reacted flexibly to every new situation.“

This is precisely the challenge that the subsidiary of Lingemann GmbH, BOOSTRACK GmbH (formerly EFI Ordersystems GmbH), has taken on and is showing its customers the way to digital materials management and intralogistics.

Founded in 2018, the company is constantly evolving and expanding its product range with innovative connections from IoT devices and warehouse and logistics. From the BOOST.Tower dispenser to the BOOST.Warehouse, as well as the BOOST.App, industrial customers can equip their businesses for Industry 4.0 with little effort, enabling them to operate more efficiently. Sensors record stock and consumption, and reordering is as simple as pressing a button or completely automatic. The BOOSTRACK system is a flexibly scalable solution that can be connected to all common, and optimally existing, data interfaces for merchandise management and database systems.

„We are honoured to receive this award,“ said Christian Gerken, Alexander Pawel and Stefan Milcher, managing directors of BOOSTRACK GmbH. „We founded the company to not only provide our customers with the optimal solutions in procurement and logistics, but also to prepare them for the digital transformation. We also take the last mile, so it was natural for us to take this step. The digitalisation and automation of production and procurement processes offers a great opportunity to increase efficiency. Particularly in markets where a good product alone is no longer enough, far-sighted companies can significantly extend their lead in this way.“

For more than 20 years, Christian Gerken, Alexander Pawel and Stefan Milcher and their team have been working in particular on individual and process-optimised procurement concepts and software solutions, with the goal: „Only when routine work in purchasing, procurement, production and materials management is viewed as a whole does freedom for new things arise. We are all the more pleased that we were not only able to inspire our customers, but also to convince the jury of the Digital Champions Awards with our digital solutions.“

Magdalena Rogl, Head of Digital Channels at Microsoft Germany, Beat Balzli, Editor-in-Chief of WirtschaftsWoche, Sabine Scheunert, Vice President Digital & IT Marketing / Sales at Mercedes-Benz and Dr. Wladimir Klitschko, Entrepreneur and CEO of Mercedes-Benz, will be among those deciding on the success of the participating companies. Klitschko, entrepreneur and the longest reigning heavyweight boxer of all time.

This award is intended to show the general public that digital pioneers are already defining what matters in the age of digitalisation. This award takes place every year in six regions throughout Germany.

„In order for small and medium-sized businesses to remain economically successful in the future, they must face up to digitalisation with courage. The Digital Champions Awards impressively shows how digital pioneers have profitably integrated technologies and solutions into their businesses.“

Peter Altmaier
Federal Minister of Economics and Patron of the Digital Champions Awards



BOOSTRACK - BOOST.Station - Photo: Lingemann GmbH

LINGEMANN GmbH
Over the past 75 years, Lingemann GmbH has specialised in supporting industrial customers with consumer goods through individual and customised concept solutions in C-parts management. As a system supplier, Lingemann optimises processes, guarantees security of supply and saves process costs. Lingemann GmbH is your partner for all aspects of procurement, warehousing, logistics and delivery, supply management as well as specific solutions such as special procurement and one-off requirements. With the integrated BOOSTRACK GmbH, customers also receive the optimal interface for entry into digital materials management.

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More Information about the
Digital Champions Award:
<https://www.digital-x.eu/de/award/2020>