

More power for digitisation in mechanical engineering

CPQ specialist encoway acquires majority holding in logicline, the cloud and IoT service provider

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As a result of its participation in the Sindelfingen software company logicline, which was signed and sealed in the middle of March, encoway is expanding its solutions competence in the 'Cloud' and 'Mobile' areas of business. In future, customers can profit from tools and services for comprehensive digitisation - from the machine to business activities. The previous co-shareholder and managing director, Edgar Schüber, remains on-board at logicline.

encoway belongs to the Lenze Group, the drive and automation specialist with headquarters in Hameln, and supplies software for the intelligent marketing of modular products. These so-called "CPQ" (Configure, Price, Quote) solutions for product configuration and quotations enhances efficiency in sales and marketing for mechanical engineering companies, their suppliers and other related branches of industry.

The logicline holding is an important part of our growth strategy and enables us to expand our already strong market position", says Christoph Ranze, founder and managing director of encoway. "For many years, we have possessed extensive SAP know-how and logicline is now an excellent means of access to the eco-system of Salesforce. The products offered by the two companies complement each other perfectly. With our solutions, we can now offer our customers software and services from a single source for the digitisation of all value creation processes."

logicline develops software solutions for the digitisation of sales, marketing and service processes as well as the Internet of Things. The 30-person team consisting of highly qualified software experts develops Enterprise Cloud solutions, mobile apps and innovative IoT solutions on the basis of modern platforms such as Salesforce and Heroku. As a Salesforce product development partner and Heroku solutions supplier, the company enjoys an excellent position as their partner in business.

"We are very pleased that we can now participate in the market with a strong business partner", continues Edgar Schüber. "We acquire access to important growth resources and can immediately improve our performance capability. Lenze's gateway to the market and the access to sales and recruiting functions are very valuable for us at encoway alone."

With a total of around 200 highly qualified employees, encoway and logicline represent the rapidly growing software business of the Lenze Group. The contract for the majority holding was signed in the middle of March. "The majority holding in logicline also secures access to competences in the areas Cloud, industrial IoT and Mobile for our core business as well", explains Frank Maier, member of the management board of Lenze SE. "In future as well, we want to be the leading technology partner of our customers. We are therefore investing in forward-looking and intelligent software solutions that will also enable us to develop new business models."

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