WTT YOUNG LEADER AWARD

Consulting Project International Market Research **for Jansen AG**

Aleandro Marro
Project leader, OST– Eastern Switzerland University of Applied Sciences, Switzerland

Jean-Loup Accard
BBA INSEEC - Business School Lyon, France

Marie-Louise Görner
OST– Eastern Switzerland University of Applied Sciences, Switzerland

Naroa Irigoyen
EHU / UPV Euskal Herriko Unibertsitatea, Basque country

Rita Pinheiro
NOVA School of Business and Economics, Portugal

Digital marketing intelligence system – sharing and creating knowledge

Jansen AG is a market leader in steel profile systems for windows, doors and facades. To organize their internal data handling an international project team from the OST campus St. Gallen was instructed to elaborate an accurate solution of a digital market intelligence system which enables Jansen to share and create knowledge.

Proceeding

In a first step the project group analysed selected data files of Jansen in terms of their in-house handling and creation of knowledge. In a next step, several internal interviews served as a source for identifying specific information needs as well as requirements placed on a knowledge management system. The gathered information needs were subsequently integrated in an excel file. In a following step, a second round of internal interviews were conducted to recognize knowledge gaps. Based on Jansen's information needs as well as additional desk research, six suitable knowledge management systems were identified and analysed regarding the fulfilment of each requirement. Finally, one system could be selected serving Jansen's needs and requirements best.

Results

During the project two main outputs have been achieved. On the one hand, the project group developed a valuable excel file to organise existing and future knowledge of Jansen in a more sophisticated manner. It does not only serve to structure 311 items by including various filter options but also to identify existing and possible knowledge gaps Jansen might face. To reduce complexity and facilitate the usage of the excel file, the information was organized in four main categories: market, competitor, regulatory environment, and customer & sales partners. Simultaneously possible sources to fill the identified knowledge gaps were assessed. On the other hand, the project group identified the best matching knowledge management system for Jansen based on eight assessed requirements. To deliver even more value to Jansen the team integrated several reports and other sources into the selected system. An implementation program provided by the team serves to guide Jansen with its first steps on working with the chosen knowledge management system.

ost.ch/praxisprojekte-wi

Jansen AG, Oberriet
Jansen established its family-owned business in 1923 and counts today more than 600 employees. Around 100 years of experience enables them to cope with its four specialized business areas always respecting the high standard of Swiss quality. These include Jansen's steel systems, Schüco, CONNEX and Jansen plastic solutions.

Client
Jansen AG, Oberriet
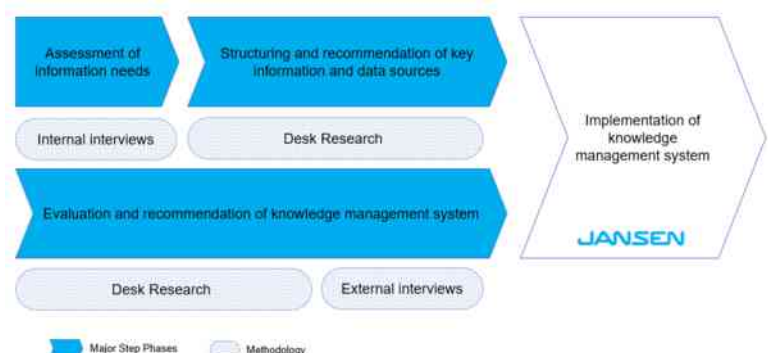**Michaela Hanesch, Marketing Manager**
www.jansen.com

Client
Jansen AG, Oberriet
Sanja Maric, Manager Pricing and Analytics
www.jansen.com

Ensuring a common knowledge access for all employees is key for Jansen. The project team handled a significant bundle of data analysing the most accurate possibility to deal with this information flow. Jansen will continue the adjustment process with the final-recommended knowledge management system.

Coach
OST – Eastern Switzerland University of Applied Sciences
Prof. Dr. Benjamin von Walter

The project team gathered useful information for Jansen illustrated in form of an excel file. All results were thoroughly elaborated and provide a valuable contribution to Jansen's further knowledge processes.

Project approach
Souce: own illustration