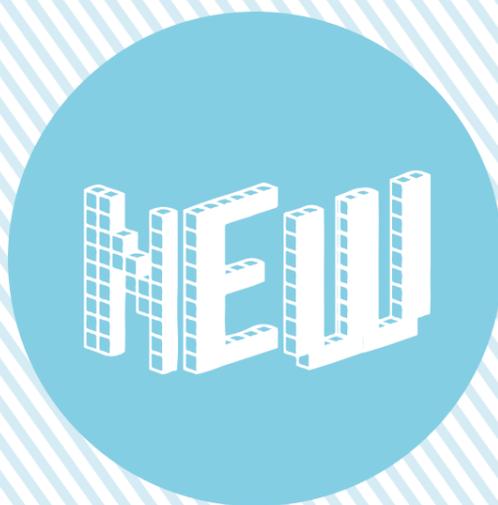




THEORETICAL. PRACTICAL. TECHNICAL.

EDITORIAL  
TOTALLY NEW  
THE RANGE OF SERVICES FROM 2W  
INDUSTRY 4.0  
A 2W REFERENCE PROJECT  
AWARD

02  
03  
04|05  
08|09  
10|11  
12



# EVERYTHING WILL REMAIN BETTER



**UWE DÜRING**  
MANAGING DIRECTOR



**MICHAEL SÜSSL**  
MANAGING DIRECTOR

## 2W IS REINVENTING ITSELF

The nice thing about change: For you, everything remains the same. It just gets even better. You are getting your hands on the new 2W magazine – in its usual format, but a true first edition. Our new slogan "Theoretical. Practical. Technical." sums up our array of services even better.

It describes our fields of thought and work, which culminate into coordinated services that we provide to you. Because depending on the particular challenge and question at hand, we are now putting even greater emphasis on ensuring that your projects benefit from the knowledge and methodology of related fields. This creates new and exciting possibilities of turning something good into something great.

To enable this "synchronisation" of our skills to work in practice as well, we ensure that our 170 employees are equipped with the right structures along with tried and tested tools for their day-to-day work. In doing so, we rely on flexibility and great willingness to perform, but also the DNA of 2W: Consistent understanding of change as an opportunity and a part of the brand identity. As an expression of a common culture, common values and the behaviour characteristic of 2W. This provides orientation. And gives both you and us stability. In this regard, nothing is fundamentally changing at our end.

On the following pages, we will present to you the thrilling facets of change.

Become acquainted with our new 2W website and obtain an overview of our expanded range of services, for instance consulting in automotive after sales.

With the question "Did you know...", for two years Langmatz GmbH has been relying on a dialogue-oriented format in internal and external communication. Learn from Stephan Wulf, the Chairman of the Board, what entrepreneurial force is embodied by the repositioning of a company steeped in tradition. And how a company featuring a technical character manages to renew itself from the inside out through the active involvement of its employees. This is both a success story and a field report with potential to be emulated.

Change is omnipresent and necessitates openness and flexibility on the part of all those involved in order to detect and take advantage of positive impulses. For its success, traditional company values are indispensable, such as reliability, initiative and commitment. In addition to management that demonstrates this strategy in its actions, rather than just words.

This means that everything remains better and we continue to go all out for you, so that you can focus your undivided attention on what matters most: your business. This has been a tradition at 2W for over 18 years.

Enjoy your reading.

Uwe Düring and Michael Süssl

By the way: This summer, we discovered that a serious commitment to change can also help in winning renowned awards. We are winners of the university "Oskar" from the Munich University of Applied Sciences. Learn more about this on page 12.



**THEORETICAL.  
PRACTICAL.  
TECHNICAL.**

*Totally new*  
**2Wgmbh.de**

Our unofficial motto is: "Those who write also need to get their hands dirty." This is because even if we are often sitting at a desk, we always have at least one foot in the workshop. We can only describe your technical product once we understand it completely. And that's not all. We also approach language services, marketing, product management, and building and equipment consulting with the same attention to detail that has made us so successful in technical documentation since the company was founded in 1998. Always according to our new official motto: "Theoretical. Practical. Technical."



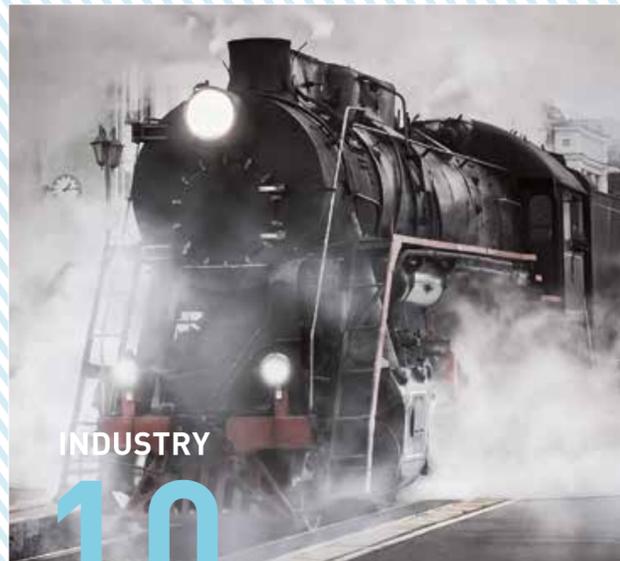


THEORETICAL. PRACTICAL. TECHNICAL.



# PRECISION RUNS IN OUR VEINS!





INDUSTRY  
1.0



INDUSTRY  
2.0

## ORIENTED TOWARDS INDUSTRY 4.0



**After humanity stumbled more or less unharmed from Industry 1.0 (you remember: “What on earth is a steam engine? Doesn’t ring any bells.”) through Industry 2.0 (electricity, automation) and onwards to Industry 3.0 (further automation through IT), it now finds itself in the midst of Industry 4.0 (digitalisation).**

Each of these steps amounted to a revolution for business and society. However, according to the Fraunhofer Institute, the fourth industrial revolution currently at full steam will permanently alter Germany as a business location.

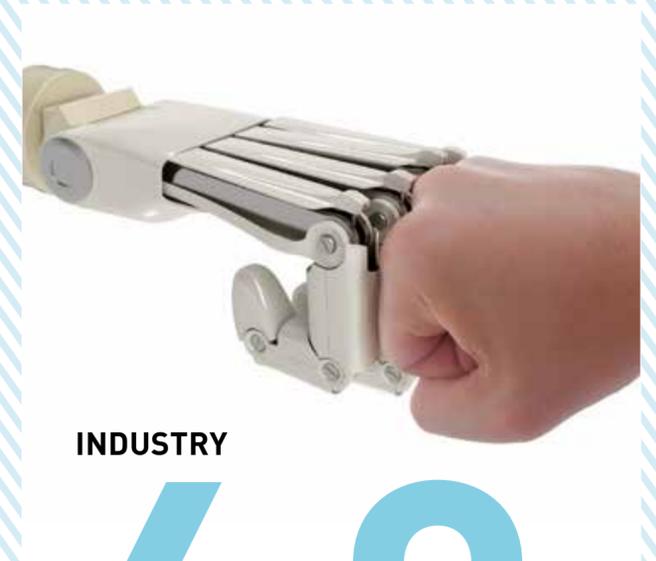
This can already be felt in our day-to-day lives. We are all experiencing digitalisation up close and personal, both consciously and unconsciously. By now every entrepreneur must ask themselves what digitalisation means for their business. And what added value it can offer their clients. As well as what changes they must make to achieve this.

The term Industry 4.0 describes not only the advent of new technologies in industrial processes, just as in the past two centuries, but also the altered production and working world in the age of globalisation.

The computerisation of the industry is assuming new and more concrete forms. Even traditional business sectors are undergoing ever further digitalisation and new forms of communication are being created. Product development, production, logistics, service and customers are being intelligently networked, while machines are communicating with the people that operate or maintain them, or even with each



INDUSTRY  
3.0



INDUSTRY  
4.0

other. Thanks to Industry 4.0, production and sales markets are able to react with increasing speed and precision. And this revolution is far from over. The continued networking of autonomous, situationally self-controlling, self-configuring, knowledge-based, sensor-supported and spatially distributed resources, including their planning and control systems, will bring forth increasingly complex technical innovations at increasingly short intervals.

What does this all mean for 2W's core expertise, technical documentation? The broad array of new and complex products and information wants to be continuously explained and understood. Technical documentation thus faces new challenges that can only be overcome by those who not only concentrate on the developments of Industry 4.0, but also keep pace with it. Intellectually and in practice.

In this context we like referring to “Dynamic Technical Documentation”. Information must be prepared precisely in line with the needs of the user, available in the proper media and constantly quick to access and up to date. “Metadata”, meaning additional information that is linked with the actual information data, are indispensable to this end. But what metadata must be linked with this information? What systems can administer such metadata and enable their application? How can even old documentation be made dynamic and fit for Industry 4.0? A great deal of know-how is required to answer these questions. Know-how that we combine at 2W and gladly offer to you for your use.

That's why we are thankful at 2W to have been already collaborating with clients from technically complex and innovative sectors for a long time. Since our founding, we have indeed proven proficient and successful in the analysis, comprehension, application and explanation of sophisticated technical innovations.

With our new structure and the cumulative experience and curiosity of all employees, we are so well-equipped for Industry 4.0 that we are even already mentally prepared for Industry 5.0. Let it come. And as far as we are concerned, it can also bring Industry 6.0 right along with it.

If necessary, we will just adapt our structure and working method to the new conditions once again. Industry will, for its part, see just what benefits it reaps. Namely perfectly conceived and intuitive technical documentation by 2W, always in step with the times and its products.

**Already today, we are the competent and reliable partner for Industry 4.0.**



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# DID YOU KNOW THAT THE ALPS ARE HOME TO INNOVATIVE PATENTS WITH VISION?



**Two years ago, Langmatz GmbH decided to invest in its own brand. 2W collaborated in its brand positioning and concept development and lent its active support to the Langmatz marketing department.**



**STEPHAN WULF**  
CEO OF  
LANGMATZ GMBH  
INTERVIEWED BY 2W.

**Was there a concrete reason for your work on the Langmatz brand?**

**WULF:** Year after year, our company has set and achieved ambitious goals. As a leading solution provider for telecommunications, power and transportation technology, constant innovation and product enhancements are in demand. For Langmatz, innovation constitutes a fundamental distinguishing feature in national and international competition.

Although we are very close to our customers through our long-standing relationships with them and 100% committed to meeting their individual requests, we realised that we still have work to do in conveying our strengths.

We asked ourselves the question: What good is a clear orientation for our company if it isn't adequately communicated? This spurred us to deal with the topic of branding in a professional manner.

**What was your approach?**

**WULF:** In Michael Süßl, the Managing Director of 2W, we have an expert who, with his in-depth and field-proven process and practical expertise, has supported us for years in developing and launching innovative products.

During our collaboration, we inevitably also discussed the impact and customer perception of Langmatz, and found that it would prove beneficial to place renewed emphasis on such aspects. With 2W, we consciously decided for an agency with in-depth know-how in terms of technical communication and company positioning.

**What was the first step?**

**WULF:** As a product- and technology-oriented company, it was vital that we designed our CI project as a process based on division of labour and as a cross-divisional project. This enabled transparency in procedures and work steps at all times, and the level of maturity became measurable as well. We were very pleased with this approach because it enabled us to experience the path to the brand. In other words, there is no magic behind brand development, but rather it is the result of structured work.

**How exactly did the process take place?**

**WULF:** The first step entailed the brand workshop with management and executive staff. Among other things, we dealt with our objectives, visions, stakeholders, the competition, our portfolio, our distinguishing features and brand values as well as our position on the market.

After assessing the results, a positioning statement was formulated, and then concept development could begin. Specifically, a creative team developed the concept, the Langmatz key motive and the rules of brand communication.

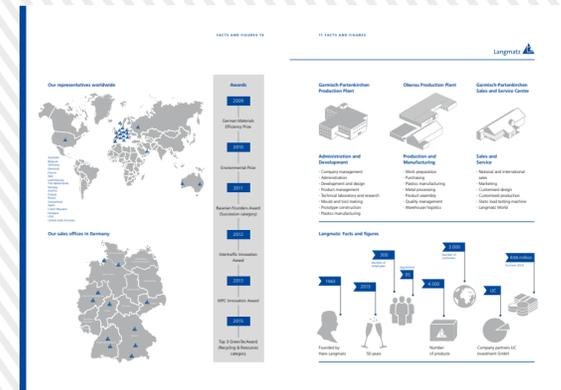
**Langmatz is an innovative company for plastic and metal processing.** With its regional roots in the Bavarian town of Garmisch-Partenkirchen, it constantly develops high-quality products for the international market. Langmatz manufactures technologically sophisticated systems for infrastructure: cable ducts, underground distribution systems, solutions for optical fibre networks, signal requesting equipment. Through its numerous patents, the company continuously sets new standards – Made in Germany.



**Traffic keeps the world moving. But who keeps traffic flowing safely?**

Langmatz is the engineering force behind modern traffic infrastructure. Ensuring safety. High safety standards are an absolute prerequisite for any and every traffic system. Langmatz ensures that every traffic system is safe and reliable through our innovative solutions.

We are a proud member of the VDA, which is committed to ensuring the highest quality standards for all products. Our products are produced in Germany and are available in all major markets. Our products are produced in Germany and are available in all major markets.



**In your opinion, what was of particular importance to your approach?**

**WULF:** I think it was the brand workshop moderated by 2W. At the workshop, key figures from Langmatz collaborated with 2W brand expert Elisabeth Baumgartner to develop the brand strategy and positioning.

This was an interesting experience, as 2W granted us the possibility of supplementing our years of know-how and self-perception with an outside standpoint, thus enabling us to adopt approaches for our own continued development. This way, the brand was developed and supported by the employees right from the start.

2W was able to get to know the company and its distinct features and to work through the most vital topics together with the Langmatz marketing department.

I am convinced that this approach constitutes a fundamental building block towards integrating all employees from the start, allowing them to relate to the brand and thus making them into "designers". 2W's clear methodology has most certainly also contributed to this.

**How did you proceed with the 2W team after the strategic and conceptual development?**

**WULF:** After the conceptual and strategic work had been done, the next step was its implementation by our marketing department – in constant, close cooperation with 2W. In this effort, the aim for the Langmatz marketing department was to conduct the implementation work on its own as quickly as possible. 2W focused on the operational, formal support for new marketing topics or also process-related challenges. In addition, we also made intense use of the 2W translation department during this time. After all, we are now present throughout the world.

**What impact have you achieved?**

**WULF:** It has been very positive. In particular, we have achieved clear differentiation within a highly competitive field and are very pleased with our new identity. This applies to our overall image and all formats we use to communicate. Customers and partners remember our key visual and talk to us about it. And they associate us with the core topic of innovation.

Our open house has now become an industry event. At our Broadband Symposium, held in 2016 for the 5th time, we presented ourselves as a leading system provider that is capable of supplying the majority of infrastructure required for the optical fibre future.

**What advice can you give to small and medium-sized manufacturers in terms of marketing?**

**WULF:** First of all, marketing and communication are fundamental elements of success. Their impact is intrinsically coupled with the authenticity and history of a company. This cannot simply be delegated to a consultant. And, second of all, work on the brand is a continuous effort, requiring attention and therefore resources. A razor-sharp formulation of the brand positioning is the prerequisite for a clear market position. Thirdly: external consultants and the moderation of CI projects provide a valuable outside

perspective of the company. It is like having a mirror held up to yourself, which is of great value. And finally, the company's own employees must be involved in the project as early on as possible.

**Could you describe your experience collaborating with 2W?**

**WULF:** I was impressed by the extremely high "No-sooner-said-than-done rate", combined with ingenuity and fresh ideas. Furthermore we were also very pleased by 2W's great technical understanding and harmonious communication. The impulses from 2W in the workshops and the freedom granted to employees in conceiving the brand strategy were brought together in an ideal manner, culminating in a fantastic result.

## PROCESS OF BRAND DEVELOPMENT

- BRAND WORKSHOP
- BRAND STRATEGY AND POSITIONING
- CREATION OF THE CREATIVE BRIEFING
- DEVELOPMENT OF A COMMUNICATION CONCEPT
- INVOLVEMENT OF DEPARTMENTS/EMPLOYEES
- START OF IMPLEMENTATION PHASE



## 2W RECEIVES UNIVERSITY “OSKAR” IN THE **COMMITMENT TO EDUCATION** CATEGORY.

At 2W, we are aware that there can be no continual development without young talent. Not only do we know this, but we act accordingly.

We have always had a strong urge to support young talent in every way possible. Whether by hiring young employees in our agency as interns, or by providing them with freedom and opportunities. We regularly assist and support students with writing their final theses. We collaborate with universities and institutions of higher education in carrying out cooperation ventures that are instructive for both parties and bring about many new ideas.

In acknowledgement for our collaboration with the Munich University of Applied Sciences, we were honoured at the highest level on 23 June 2016. In a formal ceremony, our two Managing Directors, Uwe Düring and Michael Süßl, accepted the “Oskar” for outstanding commitment in the support of research, teaching and further education. The ceremony was attended by Ludwig Spaenle, the Bavarian Minister of Education and Culture, Science and Art, on the campus of the Munich University of Applied Sciences.

We are delighted to have received this coveted award. We see it as both a distinction and an incentive to continue dedicating our full attention to young talent. After all, they deserve it.