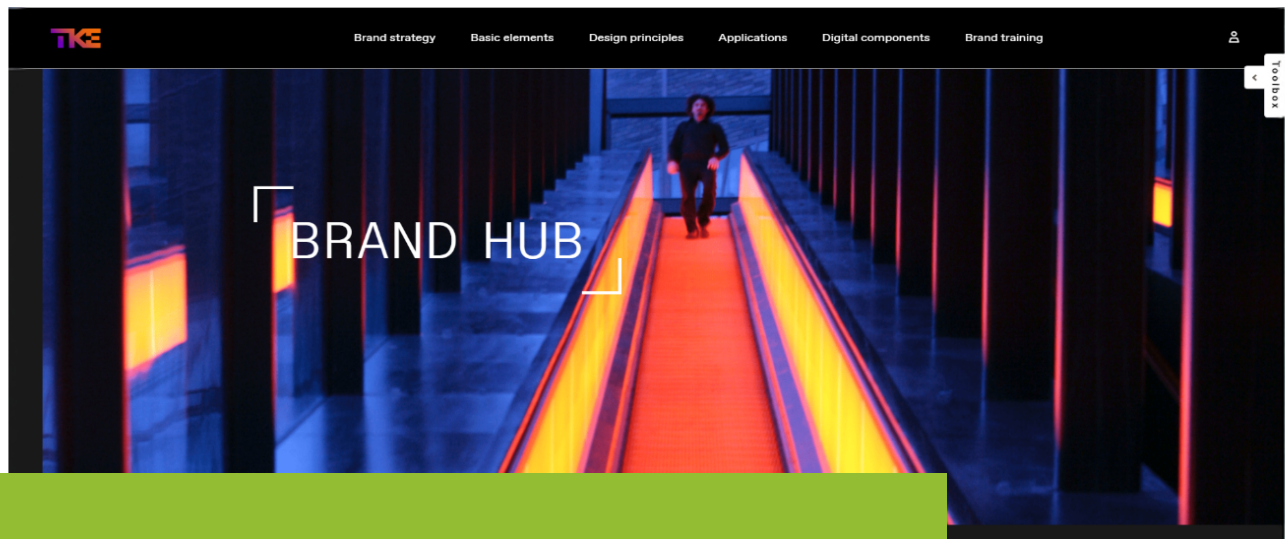




Supervision and support of TK Elevator's corporate design applications

Client:
TK Elevator

Date:
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Categories: Tags:

asioso supports TK Elevator in providing technical and content support for the global brand portal Brand Hub in order to meet the constantly changing requirements.

Challenge

TK Elevator needed ongoing support in maintaining its Brand Hub brand portal. As the central platform for managing the brand and corporate design guidelines, it was crucial to keep the portal up-to-date and accessible to over 50,000 employees worldwide at all times. The particular challenge here was the various functions and integrated third-party applications.

Solution

asioso took over the support of the TK Elevator Brand Hub in 2021. Since then, asioso has been supporting TK Elevator in maintaining the content and providing first-level support for the Brand Hub with all functionalities, including the connected third-party applications. This includes processing service cases, such as problems with user administration or the connected web-to-print tool for creating marketing materials. These measures ensure fast, efficient processing of user queries in the event of technical problems, as well as constant updating of the design guidelines and thus brand conformity.

Benefits

- Reliably available platform: Continuous support contributes to the functionality and user-friendliness of the Brand Hub.
- Efficient brand management: Supporting the Brand Hub enables TK Elevator to keep the brand guidelines up to date and develop them further.
- Satisfied users: The rapid response to problems and support with queries increases employee satisfaction.

About TK Elevator

TK Elevator is a global leader in vertical transportation and urban mobility. TKE provides engineering that keeps the world moving, from design to installation and maintenance on any brand of elevators, escalators, walkways, lifts, passenger boarding bridges, stairlifts, platform lifts, and home elevators—any place and any time. With their digital solutions like AGILE and the

IoT platform, MAX, there are no longer any limits to urban mobility. TK Elevator became independent following its separation from the thyssenkrupp group in 2020. The company achieved sales of €9.3 billion in fiscal year 2023/2024. With around 50,000 employees, 25,000 service technicians, and over 1,000 support centers globally, TKE is moved by what moves people. TKE – Move Beyond.

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