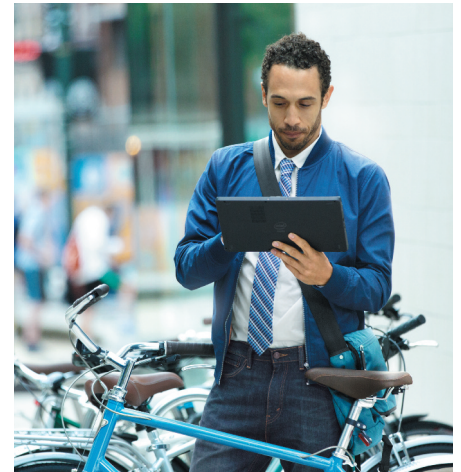




2IN1 DEVICES WITH INNOVATIVE INTEL® TECHNOLOGY PROVE THEIR WORTH IN PRACTICE AT WÜSTENROT

For the sales representatives at Wüstenrot, a notebook is their loyal companion in customer meetings. A pilot project has now revealed that powerful 2in1 convertible notebooks based on Intel® technology will soon be capable to take over the role of a portable computer. The devices combine the functionality of a completely equipped PC with the mobility of a tablet.

Together with Wüstenrot Bank AG Pfandbriefbank, Wüstenrot Bausparkasse AG is one of the main pillars of the Wüstenrot & Württembergische Group. From the range of joint service in building savings/banking and insurance, Wüstenrot & Württembergische can compile a personal provision solution for everyone: from the building blocks of financial protection and home ownership to risk protection and asset formation. Wüstenrot that was founded in 1999 offers home savings plans and construction finance as a component of tailored all-round provision – and thus combining tradition and innovation.



IT supports efficient consultation

A comprehensive field service network forms the backbone of the specialist for home savings and construction finance. As one of the few companies in this industry, Wüstenrot holds its own sales crew that employs independent sales agents in accordance with section 84 HGB (German Commercial Code) and does not rely on network marketing. To enable most efficient consultancy, the field agents are provided with a free notebook and all necessary applications from the W&W IT department. In this way, they can convincingly explain products to customers on-site, make calculations, and transfer signed contracts electronically.

A focus on modern work equipment

Notebooks are an irreplaceable tool for the consultants, as well as the key element of all administrative and sales activities. Wüstenrot replaces them regularly, always providing a powerful, up-to-date model. Despite this, Wüstenrot repeatedly receives inquiries after new, innovative work equipment. "Ever since tablets and other mobile devices have become more common, we have had field agents asking us to look for an alternative to the classic notebook more and more frequently," says Jennifer Franke, who is responsible for the sales employees' equipment in the sales IT services department at Wüstenrot. "As an interface to IT, from the beginning of 2014 our department has been thoroughly investigating alternatives to notebooks."



2in1 – tablet and notebook

At first glance, a simple tablet seemed suitable for on-site consultancy work. The low weight and the flexibility that it offers sounded like perfect prerequisites for an employee who spends the majority of his time outside the office. But consultancy also involves a certain amount of administrative work, which is normally better completed at a desk with a keyboard. Thus, the perfect solution seemed to be a 2in1 notebook or convertible notebook. This device-category combines a tablet and a very flat notebook in one single case. 2in1 devices with an Intel® processor have the additional advantage that the common programs written for x86-compatible processors will run without any problems on the flat convertibles. Users benefit at the same time from the high level of mobility, flexibility, and performance without compromise, as well as from a long battery life.

Convertible notebook as a possible choice for the future

For Wüstenrot, it became quickly evident that a 2in1 solution had enough potential to make it worth to run a test on it. The aim was mainly to assess the "notebook alternative" concept for its usability in the field. It was understood that the touch-based devices could not yet deliver a complete replacement, as the operating concept of various applications would need to be adapted especially for this. At Wüstenrot, approximately 125 applications are in use. As a part of the W&W@2020 innova-

tion program, provisions specialist Wüstenrot & Württembergische will evaluate these programs and consider possible touch options. However, the predicted time frame for a complete changeover ends in several years. From the very beginning, it was also decided that the field service agents would become the target group of the test. They have most client exposure and so are ideally positioned to spread the message that the Wüstenrot & Württembergische Group is using innovative technology.

Optimal implementation in company-wide processes

In order to get the best possible results, the pilot project was prepared carefully and comprehensively. First of all, the group's IT department issued a list of criteria for test systems. Here, the IT specialists defined the minimum requirements for the software, such as RAM and processor power, as well as the key figures of the device for it to be optimally integrated into company-wide processes. At this early stage, Wüstenrot approached Intel, the world leader in semiconductor innovation, in order to use their expertise for the pilot project. The Intel experts worked closely with the group's IT department to support the initial selection. The models that were identified through this process were presented in a workshop to a small group of field agents and evaluated by them. Each potential user had the chance to give an individual feedback on different models.

Intel® Core™ processors for maximum power and efficiency

At the end of the workshop, the Wüstenrot team went through the feedback and compared the employees' preferences with the IT specifications. As a result, a Fujitsu* 2in1 device (Fujitsu STYLISTIC Q704 Waterproof) with a powerful Intel® Core™ processor was selected as the best solution and a test group was defined subsequently. "We only considered colleagues who are technologically minded for the pilot project," says Franke. "The reviewers were supposed to approach the new technology in an open and motivated way. It was also important for us to see how much support and guidance was necessary. We therefore decided to keep the introduction at the beginning of the pilot project short." The 13-field service agents selected from all over Germany received the device with a short written explanation only. The test period was set to be eight weeks in April and May 2015.

Highly committed participants

The reviewers started the project highly committed and dedicated. Because participants' individual customer data could not be transferred to the 2in1 device for technological reasons, each of them still used also their notebook as a backup. Objective for the field agents was to use the convertible notebook as much as possible. For this purpose, the devices were equipped with the same software image as the notebooks so that all applications were available.

Fast LTE modems for complete connectivity

Very early on, a fundamental finding was made: it was necessary for all convertible notebooks to have an online access at all times. Even if the data that was required for consultation was saved locally on the device, it was often necessary to send emails or carry out a quick online search. This had to be possible without using the customer's internet access or internet connection of the Wüstenrot provision centers. As the 2in1 devices were equipped with a fast LTE wireless modem, this requirement was quickly met by adding SIM cards.

Interactive consultation with touch technology

Both the reviewers and customers reacted extremely positively to the end device with its new form factor. Thanks to the touch screen, consultation processes became much more interactive. Instead of sitting next to the Wüstenrot representative and looking at the notebook display together, customers were now able to take the convertible notebook into their own hands and enter details into applications or navigate through presentations themselves. The interaction and the feeling of being in charge were well received during the consultations. The reviewers themselves were also impressed by the visuals, haptics, and functionality of the 2in1 device. The low weight and writing function with a digital pen on the display received particular praise and were both seen as a valuable improvement to the IT equipment.

Field use delivered clear results

For Jennifer Franke from Wüstenrot, these insights already justify the pilot project: "Here we had a unique opportunity to carry out a pilot project with relatively low effort in order to gain comprehensive experience in a field trial. It was clear from the outset, that we would quickly discover issues that we had not thought of before. That is precisely what made the results so valuable for us. Now we understand what is important for a new hardware solution and where we need to adapt internal processes and requirements."

Top grades for convertible notebooks

When it came to evaluating the overall functionality, the convertible notebook got best grades from three quarters of the testers. The low number of support requests clearly indicated that the touch and folding technology of the convertible notebook itself did not present any problems. For the entire duration of the pilot project, there were less than a handful of calls requesting help. The 2in1 therefore proved to be an optimal work tool; only a few alterations were necessary.

When it came to the software, the testers managed to handle the different operation via the touch interface very well. One of the testers was extremely impressed with the new, innovative handling: "With its classy design, complete range of functions,

Wüstenrot & Württembergische – The provisions specialist

The Wüstenrot & Württembergische Group is "The provisions specialist" for the four corners of modern provision: protection, home ownership, risk protection, and asset formation. Created in 1999 as a result of the merger of the traditional companies of Wüstenrot and Württembergische, this listed company is based in Stuttgart. It combines the business areas of building savings/banking services and insurance as equally strong cornerstones and thus provides each customer with tailor-made provisions solutions. The W&W Group has around six million customers, who value the quality of service, expertise, and customer-focus of more than 7,000 internal sales staff and 6,000 field service partners in Germany. Thanks to a wide network of cooperation and partner sales, as well as agent and direct sales activities, the W&W Group can reach more than 40 million people in Germany. In the future, the W&W Group will also be focusing on growth, and has already established itself today as Baden-Württemberg's largest independent financial services provider with the largest customer base.

About Intel

Intel (NASDAQ: INTC), the global leader in semiconductor innovations, develops and produces the fundamental technology for the computer products of the modern world. As one of the pioneers in corporate social responsibility and sustainability, Intel produces the world's first "conflict-free" microprocessors to be available on the market. More information about Intel can be found at <http://www.intel.de/newsroom> and <http://blogs.intel.com>. Details on Intel's dedication to the subject of "conflict-free materials" are available at conflictfree.intel.com.

and innovative handling, work is more fun and the technology is a flagship for the company." The evaluation of the feedback revealed that all the testers used the device during the consultation process in tablet mode, thus benefiting from the paper-like appearance of a tablet.

Expansion options for the future

During the test, the reviewers often mentioned that a signature option would be a perfect supplement for the device. Technically, this functionality could be introduced without a problem through a combination of hardware and software. From a legal point of view, a signature scan using

the touch entry for the Wüstenrot product portfolio will be considered a part of the W&W@2020 innovation program.

After eight weeks, running the "2in1" pilot project at Wüstenrot delivered a clear result: convertible notebooks are a great concept with a high potential for the future. The employees were impressed with the new presentation concept. It was only when a device was to be used as a standard notebook that an external keyboard and a monitor were requested. The technology was just as well received by the customers. Smaller, more convenient, attention grabbing – this was how the testers described the effect of the convertible notebook during

consultations. The field agents would even be prepared to carry a part of the costs – a very strong message, considering that the current notebooks are provided for free.

A building-stone of the future workplace

Wüstenrot is very pleased that the pilot project had provided valuable insights and that it also improved customer consultations. "For us, the pilot project was an important milestone in the 'Workplace of the Future' project," says Jennifer Franke. "We are an attractive employer and we constantly try to find and improve the areas that require fine-tuning. A 2in1 device fits perfectly in this concept."

