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# Challenge #3

The Future Workplace Challenge

# Future Workplace Business Opportunities Challenge



and its motivation

## How might we...

design the workplace for future that provides added value to the emerging needs through new products and services by Bechtle's own brand Articon?

## About your Partner:

Bechtle is one of Europe's leading IT providers, with some 80 system houses in Germany, Austria and Switzerland as well as 24 e-commerce subsidiaries in 14 European countries. Founded in 1983, the company is headquartered in the Southern German town of Neckarsulm and currently employs over 12,000 people. Bechtle provides more than 70,000 customers from the industrial, trade, financial and public sectors with a comprehensive, vendor-neutral portfolio that covers all aspects of IT infrastructure and operation. Bechtle is listed on the MDAX and TecDAX indexes. In 2021, the Group generated revenues of around 6,2 billion euros.

Articon is Bechtle's own brand and offering a wide range of around 2.000 different IT-products, helping our customer to meet the needs of their IT-infrastructure. Since the foundation in 2018 Articon's average growth rate in turnover is 31%. We are targeting a turnover of more than 100 Mio. € until 2025.

## Why this Challenge?

With the end of the pandemic our worklife, work culture and work environment has already changed and will continue to change drastically. A strong employee market, the demand for more co-creation to solve complex problems, demographical dynamics and political crises will disrupt where, how and with whom we work. Gen Z and Gen Alpha will have different needs and styles to work effectively than what we knew from the last 20 years. Bechtle's own brand Articon aims to be an important factor in Bechtle's ongoing IT success-story. In order to achieve this, it is most important to know customer's needs and expectations and find the best solutions fulfilling them. Not only today, but in the future. Based on this knowledge we want to create new customer value through smart services and products and thus explore new business opportunities for Articon, which will be the cornerstone for sustainable growth and customer satisfaction. We want to make future office life smart, easy and individual. Together with you, we want to design valuable solutions for real problems and emerging needs that ultimately make companies and professionals more successful.

# Challenge Description



that gives context about the challenge and how we will tackle it

## How do we get there?

Within 14 weeks the matched interdisciplinary teams working on the bechte articona challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centred solutions that add real value for their identified target market.

At first they will do a Deep Dive into user and customer research of bechtle articona but also other companies around the world to develop a holistic view of the challenge and its underlying problems and needs. From understanding the user's/customer's personal needs and motivational factors to understanding the behavior and needs of the future prospective applicants, the job of the teams will not only be to look inside the company with a lot of curiosity but also analyze external best practices. The teams will find which other players in the market face the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the challenge partner and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to provide with the best products according to the emerging needs.

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first will co-create a lot of different solution ideas. After receiving initial feedback and selection of the most promising ideas they will build rapid prototypes with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the city administration office employees to get a first reality check. We will help the teams facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

# Initial Readings

related to this challenge to get started and understand context  
(e.g., links, websites, reports, press releases, trends,...)

<https://www.bechtle.com/it-loesungen/modern-workplace>

<https://www.bechtle.com/marken/articon>

<https://www.bechtle.com/>

<https://www.bechtle.com/ueber-bechtle/unternehmen/bechtle-vision-2030>

# Your first contact at Bechtle



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