



Oberalp Group & LumApps

Oberalp Group creates a single access point together with LumApps

About Oberalp Group

The **Oberalp Group** is a family business based in Bolzano, northern Italy, **founded by Heiner Oberrauch in 1981**.

In addition to the development and production of mountain sports items under its own brands, the company is a distribution partner for internationally renowned sports brands. The SALEWA brand, originally from Munich, has been part of the **Oberalp Group since 1990**. Over the years, **DYNAFIT, POMOCA, WILD COUNTRY**, and more recently, **EVOLV**, have been added to the company's portfolio. The group will launch the new women's mountain brand "LaMunt" in 2022.

The family-run company shows its courage by entering new markets, and through continuous innovation of products, processes and thinking. The heart of their company culture is advocating for environmental issues and compassion for people, along with a passion for outdoor sports.



HQ: Italy

Other locations: Germany, Austria, Switzerland, Spain, France, Poland, Czech Republic, California, Colorado, UK



Construction



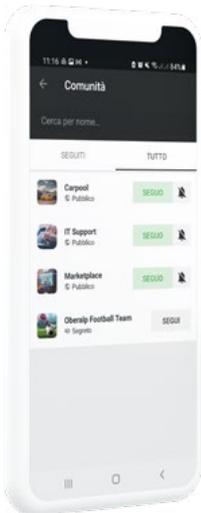
803 employees



236 monobrand stores worldwide



The Initial Challenge



The challenge was to **combine information and create a single access point to communicate with collaborators**. For the first time, not only office employees, but those who work in shops, warehouses and quality control centers in Asia have the opportunity to use a single workplace hub.

For this project, it was important for Oberalp that the new portal was an informative resource and facilitated interaction between collaborators.

Another challenge was **cleaning up the current documentation and organizing it in one place**.

The Solution

Oberalp chose LumApps because of the platform's usability and simplicity in terms of management and design. The features and possibilities offered by LumApps covered their needs and more. With LumApps, Oberalp created a new organization system for their SharePoint documents. Optimizing document management is an essential need for large, fast-moving companies.

The Huawei team, responsible for implementing the LumApps platform, were described by Oberalp as fast, dynamic and extremely available. The project was deployed quickly thanks to efficient time and project management.

Results

The new platform is called Oberalp Campfire, "because being mountaineers the most interesting stories are told in front of a bonfire".

The company has made it easier to find and source information from collaborators. There are more positive interactions within the company and employee involvement has increased. Oberalp is a brand built on storytelling, and LumApps empowers every employee to share and connect with each other through news and community posts.

The priority now is to add more access points for additional users and to improve the appearance of communities.

Key Figures

5 min
Average Session

100%
Active Users



“ I would like to use this quote from John Geddes, "Light a campfire and everyone is a storyteller", which fully reflects the objectives we have with our intranet. We have many stories to tell, of people, brands and emotions and the LumApps platform is the ideal place to do it.

Lisa Kroess - Executive Assistant and Corporate Communications at Oberalp Group