

Case study:

Getränkewelt GmbH

GETRÄNKEWELT

Company focus:	alcoholic and non-alcoholic beverages saler
Location:	Germany
Licenses in use:	100
Preferred features:	Contacts
Why eM Client:	→ smooth email functionality → visual appearance and easy-to-use interface → simple and intuitive for users → affordable
Use-case:	→ internal and external communication

Getränkewelt GmbH is a reseller of Pfeifer Holding GmbH in Grüna, Chemnitz, which has 70+ specialty stores in Saxony, Thuringia & Saxony-Anhalt, Brandenburg & Nordrhein-Westfalen and an online shop.

“We are very satisfied with eM Client - since we receive many emails from our stores and received no complaints, it must work flawlessly. When no one reports anything, it’s always a good sign,” says **Tino Sternitzky** from Getränkewelt’s IT department.



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In 2016, Getränkewelt migrated to eM Client from an obsolete integrated emailing service in the POS system.

eM Client runs there together with Windows Server 2016 and Exchange 2013 in the central office server solution and currently has 100 active users.

“There were two deciding factors in favor of eM Client: the price, as with 70 stores we did not want to buy an expensive solution like Outlook for every branch.

And the second factor was the user-friendliness since the app had to be very intuitive and simple for the employees.”

“We appreciate the smooth core email functionality, the visual appearance, and easy-to-use interface. In addition, the employees find the Contacts feature very helpful”, Sternitzky concludes.

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