

## Elica is Silver Winner at SAP Quality Awards in the Business Transformation category

Milan, October 22<sup>nd</sup>, 2018 – Elica, a leading multinational company in the extractor hood industry, is Silver Winner at SAP Quality Awards, conferred to companies that stand out for their best practices in the IT sector, in the Business Transformation category.

An important award confirming Elica's commitment to promoting innovation in all its forms: from the design of products, increasingly carefully selected in terms of chosen materials, design and performance, to the consumer experience, which becomes a strategic area for offering to the consumers a highly personalized and satisfying service.

Elica has started an important digital transformation project to optimize the main processes in the sales and marketing area, introducing procedures considered by SAP as "best practice" to support the processes of this area in a stable and scalable manner.

Thanks to the innovative SAP C / 4HANA suite adopted by the company, Elica can revolutionize the user experience along the entire customer journey, creating customized contents, created ad hoc on individual needs.

*"Today the relationship with consumers can not be separated from a precise analysis of their purchasing behavior, in order to offer not only the best experience during the sale but especially in the next phase of customer assistance", commented Gianluca D'Arcangelo, Chief Information Officer of Elica. "Our company is very care to the evolution of the market and focuses on innovation at 360 °: this is why we have implemented front end and back end solutions to offer a unique, real-time view of the consumer to all company divisions, from sales assistance and commerce, up to accounting systems and supply chains. These data, analyzed and processed, allow us to plan targeted activities that can further improve the consumer experience "*

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The Elica Group, active in the range hood market since the '70s, chaired by Francesco Casoli and managed by Antonio Recinella, is today a worldwide leader in terms of units sold. It is a frontrunner in the European market for the design, production and commercialisation of electric motors for range hoods and heating boilers. With more than 3,800 employees and an annual production rate of more than 21 million pieces, Elica Group utilises a production platform split across seven different sites in Italy, Poland, Mexico, India and China. Long-standing experience in the market, high attention to design, research into materials and advanced technologies, maximum efficacy and reduced consumption, are the elements setting the Elica Group apart and which have allowed the company to revolutionise the traditional image of range hoods: no longer simple accessories, but rather objects of unique design able to improve our quality of life.



For more information:

Gabriele Patassi

Press Office Manager

Mob: +39 340 1759399

Email: [g.patassi@elica.com](mailto:g.patassi@elica.com)

Burson Marsteller

Roberta Recchia

+39 346 7025060

*roberta.recchia@bm.com; elica@bm.com*