

Press release

What do fruit flies have to do with measurement technology?

dataTec receives BoB Award for unusual business-to-business communication

Reutlingen, 20 June 2023 - On 15 June, dataTec AG, Germany's leading specialist distributor for test and measurement technology, and its agency RTS Rieger Team were presented with the BoB Best of Business to Business Award in the Dialogue Marketing & Sales Promotion category in Berlin. With an unusual user case, the award winners promoted challenging measurement tasks - the "measurement object": Fruit flies. The BoB jury was particularly impressed by the B2B communication's uniqueness and creativity. Roland Bertler, Head of Marketing at dataTec commented on the campaign and the exciting measurement solution for the University of Oxford after the award ceremony.

Congratulations on winning the "Business-to-Business" Communication Award. What does the prize mean for your company?

Roland Bertler: For us at dataTec, competitions are always a way to determine where we stand, but also an incentive to never stand still. By participating in the BoB Award, together with our brand agency RTS Rieger Team, we deliberately wanted to take part in a B2B communication competition and measure ourselves against the best. Being awarded here makes us at dataTec, and especially the colleagues in Marketing, very proud because it shows that creative and emotional B2B communication can work.

What is particularly important for dataTec in B2B communication? What goals are you pursuing?

Roland Bertler: We are represented on all communication channels relevant to our clients. In principle, it is important for us to appear serious and competent in all our communications in order to gain the trust of our customers and to live up to our claim as experts in test and measurement technology. Our goal is to consistently convey to the customer that at dataTec they will not only receive the appropriate measurement technology, but also competent advice. Especially for market entry campaigns in Switzerland and Austria, where dataTec is not yet so well known, this is a key point in communication.

The case you describe on your website is more than unusual: Recording the mating song of fruit flies using measurement technology from your partner, NI. Why is it interesting for your customers?

Roland Bertler: Apart from the low volume of the mating song, there were other factors that had to be considered during the recording. On the one hand, there were classic environmental factors that could influence the flies' behaviour, for example temperature, light or humidity. On the other hand, scientific standards such as the reproducibility of the results also had to be considered. To ensure the success of the measurement task, an environment had to be created that met these high standards, but was nevertheless simple and economically efficient to implement. For the University of Oxford, the right combination of software and hardware was the key to the success of the measurements. Such an approach could also be exemplary for countless other measurement tasks of our customers.

How important is it for dataTec to be able to offer solutions for such special cases as well?

Roland Bertler: Very important. Because the more complicated the measurement task, the greater the expertise required. If we have these, we automatically differentiate ourselves from many competitors and create unique selling points with real added value for customers.

What is the most important key message for your marketing behind their award-winning communication? What message do you want to get across to your customers?

Roland Bertler: The following message should reach the customer: "Anyone who sells measuring technology that can be used to measure the mating song of flies and provides competent advice on this will certainly find solutions for my measuring task."

How do your customers react to such unusual cases? After all, it's not the first (cue: Mobile phones in zero gravity)? How does dataTec benefit in concrete terms - and how do the sales partners benefit?

Roland Bertler: Of course, our clients approach us about such campaigns. Often this is then the casual introduction to a lively exchange about their specific requirements. Unusual cases are intended to show how complex and different measurement tasks can be and, last but not least, to stimulate the imagination of our customers. And of course they should show what we are capable of. Beyond their own brand work, our distribution partners benefit from our reputation, our know-how and our strong visibility in the market.

For more information, see:

[NI Use Case Fruit Fly | dataTec](#)

<https://www.datatec.eu/>

About dataTec

dataTec AG is Germany's leading specialist distributor for test and measurement technology. Since 2018, dataTec has been pursuing the European expansion of its sales activities and is currently active in Spain, Switzerland, Austria and in the Nordic countries of Sweden, Estonia and Finland. The broad product portfolio of more than 50 manufacturers includes power supply units, oscilloscopes, modular measurement technology, test systems, test equipment and thermal imaging cameras. With over 120 employees, the Swabian family-owned company advises customers from a wide range of industries and sectors - from industrial companies to public authorities and educational institutions - from its headquarters in Reutlingen.

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