

Reference List

89 documented projects, grouped by industry · As of July 2026 · excerpt from 20+ years of consulting practice

TELECOMMUNICATIONS / SAAS / TECH (5)

NFON

TELECOM · CLOUD COMMUNICATIONS

As a sales partner of pan-European cloud telephony provider NFON, we brought cloud communications to the Austrian B2B market – from needs analysis through offer and configuration to closing. The result: an active sales channel with a concrete offer and order pipeline.

LINK Mobility – PowerMessage

TELECOM · CPaaS · WEBSITE

For PowerMessage by LINK Mobility – one of Europe's largest CPaaS providers – we developed brand management, the complete site architecture and all content: from the homepage to industry-specific solution pages. The result is a coherent, sales-driven product presence.

yuutel

TELECOM · POSITIONING

yuutel wanted to sharpen its offering around Microsoft Teams telephony and argue clearly against the competition. We sharpened core competencies and vision, created an activity roadmap and delivered battle cards with sales-ready arguments.

CallOne

TELECOM · SAAS · WEB & AI

For the cloud telephony / contact-center platform CallOne we delivered layouts and website implementation in an agency partnership and developed AI-supported process flows.

Inopla

TELECOM · SAAS · SEO

In the course of a platform migration we designed Inopla's customer welcome journey and cleanly transferred the SEO structure via a redirect concept – low-friction onboarding without loss of visibility.

FINTECH / FINANCE (3)

credi2

FINTECH · EMBEDDED FINANCE

credi2 wanted to position itself clearly as a B2B premium provider in the embedded-finance market. In a provider network with partner agencies we supported strategy, website concept and media roll-out, from positioning to a campaign in high-reach financial media.

K-Wallet

FINTECH · MOBILE PAYMENT

For a mobile wallet and loyalty platform we structured the business model and turned it into an investor- and partner-ready business plan presentation – “mobile wallet meets strong customer loyalty”.

Novofina

FINANCE · PR & SALES

For Novofina we developed a PR concept, an event/roadshow initiative and sales support – PR, events and sales enablement from a single source.

SPORTS BETTING / IGAMING (11)

Tipico

SPORTS BETTING · ACTIVATION

For sports betting brand Tipico we developed digital activation and naming concepts – from social media landing pages (including Bundesliga) to event ideas around top football.

BonkersBet

SPORTS BETTING · LAUNCH

We brought BonkersBet to market with a clear marketing roadmap, brand identity and a Champions League activation via a telco partner (A1) – from beta feedback through branding to campaign.

Golden Ball

SPORTS BETTING · PROMOTION

We planned the “Golden Ball” promotion for Tipico end to end – from mechanics through media plan and key visual to the TV execution. A high-attention activation from a single source.

maxxwin

SPORTS BETTING · BRAND BUILDING

At maxxwin we co-developed a sports betting / gaming brand from scratch – product, brand and market presence. Proof of end-to-end capability from first concept to live operation.

CAWINO

CASINO · BRANDING

For casino brand CAWINO we established a professional brand/logo system (in all variants) and made performance manageable through KPIs – branding and a data-based view from a single source.

wettodrom

SPORTS BETTING · PRODUCT & SEO

For the betting platform wettodrom we developed the product/prototype concept, the mobile presence and an SEO foundation – a well-thought-out starter package from a single source.

Mobile Branded Betting

SPORTS BETTING · B2B / WHITE LABEL

A “mobile branded reseller” concept: a mobile betting solution that established betting brands can brand individually. We delivered the B2B sales concept plus brand-individual demo mockups.

Sportwetten24

SPORTS BETTING · MARKET ANALYSIS

For Sportwetten24 we analysed visibility and market potential on a data basis (search demand, key figures 2022–2024) – as a foundation for SEO and marketing decisions.

138

SPORTS BETTING · INTERNATIONAL

For betting brand 138.com we ran business development at the intersection of iGaming and telecoms – with market entry options (including Ghana) and an MVNO approach.

GVC

GAMING · PROMOTION

For gaming group GVC we developed an activation and competition concept. (Details on request.)

Wunderino

CASINO · SOCIAL MEDIA

For online casino Wunderino we developed a social media / Facebook concept.

SPORTS & BETTING TECH (1)**Snapscreen / SnapOdds**

SPORTS TECH · COMPUTER VISION

SnapOdds recognises live sport on TV via the phone camera and instantly delivers odds and betting prompts. As a cooperation partner we marketed the technology through pitches and partnerships – including NBA Launchpad and GVC.

LOGISTICS (2)**Hafen Wien – HUBERT**

LOGISTICS · CITY LOGISTICS

Instead of many uncoordinated individual deliveries, "HUBERT – powered by Hafen Wien" consolidates deliveries centrally and distributes them efficiently to the shops. We sharpened the concept and made it market-ready with story, flyer and sales material.

annanow

LOGISTICS TECH · SALES

For on-demand logistics platform annanow we built the sales setup – from convincing sales material through structured acquisition to reporting.

INDUSTRY / CONTROLLING (1)

ATC

INDUSTRY · CONTROLLING

For ATC we made finances and controlling transparent – with a financial cockpit, annual-accounts preparation and a product-range / article-group analysis.

RETAIL / SME / STRATEGY (4)

Buchhandlung Schubert

RETAIL · SME CONSULTING

Practical advice for a bookshop: supplier and offer topics, pricing and data protection – down-to-earth support for local retail.

Die SchmidBude

SME · SUBSIDISED CONSULTING

For Die SchmidBude we delivered a subsidised business consulting project with a documented consulting process – well-founded and results-oriented.

deckweiss

STRATEGY · POSITIONING

For deckweiss we sharpened offering, vision and positioning – including a clear focus on which projects fit the brand.

Komplizinnen OG

AGENCY · STRATEGY

Komplizinnen, an owner-run Viennese WordPress agency, wanted to bundle their strengths and grow more predictably. From a status-quo and numbers workshop through positioning, pricing and billing model to a prioritised roadmap with a KPI framework: a strategy both founders stand behind, concrete enough for the whole team to work with.

TOURISM (1)

Do Step Inn

TOURISM · DIGITALISATION

For hostel operation Do Step Inn we developed a digitalisation concept – processes, guest journey and tools clearly aligned.

CLEANTECH / ENERGY (1)

Fenio

CLEANTECH · BRANDING & WEB

For cleantech company Fenio we developed logo, claim and website – including a clear presentation of PV/energy solutions and ESG topics.

EDUCATION / E-LEARNING (3)

Lehrerjoker

EDUCATION · EDTECH · VENTURE

We took Lehrerjoker from concept to a market-ready learning-aid product – product box, app and media/tech partnerships (including Mediaprint and Cisco).

HelloTeacher

EDUCATION · EDTECH · VENTURE

For HelloTeacher we developed an education offering including technical specification and a sales idea (SIM bundle) – product and go-to-market from a single source.

Horeca Hero

E-LEARNING · HOSPITALITY

For HoReCa training Horeca Hero we produced e-learning content – including management, cybersecurity and GDPR/AI, prepared in a modern, practical way.

MARKET RESEARCH (1)**intellibra**

MARKET RESEARCH · INSIGHTS

With intellibra we deliver structured market and customer insights – for industrial and tech clients such as CertoClav and NFON – as a reliable basis for decisions.

FASHION (1)**isthenew**

FASHION · BRAND & ORGANISATION

We accompanied fashion label isthenew from brand through planning to legal-organisational foundations (including GDPR) – built from a single source.

SPORTS / FITNESS (9)**CrossFit St. Pölten**

SPORTS · FITNESS · SME

We supported the CrossFit box in St. Pölten with naming and positioning – founding and strategy support for a local fitness business.

Sporthalle Wien

SPORTS · EVENT

For Sporthalle Wien we delivered concept and presentation work. (Details on request.)

Marcelo Vilá

E-COMMERCE · PERFORMANCE

For the e-commerce brand Marcelo Vilá we tuned online sales for performance: Google Ads and Shopping campaigns, online shop optimisation (categories, content, usability) and monthly performance reporting over several years.

Eder Reisen

SME · TOURISM

SME consulting for a travel company, organisation and digital foundation.

Gschoawirt

SME · HOSPITALITY

Subsidised SME consulting for the hospitality business.

Anton Raffetseder

SME · SME BUSINESS

Potential analysis for a status assessment and prioritisation of next steps.

Domi Exclusiv

SME · RETAIL

SME consulting on organisation and marketing.

Everbill

SME · SOFTWARE

Digital consulting on presence and marketing.

RT Weber

SME · RETAIL & TECHNOLOGY

Consulting on marketing and funding.

WINE / LIFESTYLE (1)

Wine Wallet

WINE · LIFESTYLE

For Wine Wallet (professional wine storage for collectors) we positioned the offering and made it tangible with brand copy – turning a service that needs explaining into a desirable brand.

HEALTH / MEDTECH (3)

NUB-Assistent

HEALTH · PRODUCT COMMUNICATION

For the NUB-Assistent we clearly presented product benefits and offering – with a sales presentation and folder for a B2B tool that needs explaining.

Autoklav (Medizintechnik)

MEDTECH · PRODUCT COMMUNICATION

For a class B autoclave (steriliser) we created a product brochure including conformity/certificate preparation – technically precise and trustworthy.

HNO Mürz

HEALTH · AGENCY SERVICES

Ongoing agency services for the ENT practice of Dr. Wallner: print materials, business cards, appointment slips, flyers and vehicle wrapping, design and print coordination.

DIGITAL (2)

good

DIGITAL · CONSULTING

For good we advised on digital strategy and execution – focused on a clear, effective digital presence.

Bitpanda × Roland Garros

FINTECH · DOOH · MOTION

When Alexander Zverev triumphed at the 2026 French Open, every hour counted: over that same weekend we produced high-resolution digital out-of-home creatives for Bitpanda on the premium screens at Hamburg Central Station and Hamburg Airport. From live footage and the victory photos we built brand-compliant motion spots, pixel-perfect to Bitpanda's brand guidelines and the media owners' technical specs, including a rebuild of the original logo animation and legally compliant endcards. On air right after the final.

KMU.DIGITAL & GREEN (25)

Alltek

POTENTIAL ANALYSIS · B2B TRADE

Digitalisation potential analysis: website optimisation, CRM introduction and connected communication channels with marketing automation prioritised.

ATC Water Solutions

POTENTIAL ANALYSIS · WATER TECHNOLOGY TRADE

Website with reorder shop for existing customers, newsletter and search engine marketing prioritised.

BFSM Schadenermittlung

POTENTIAL ANALYSIS · DAMAGE ASSESSMENT

Central business software, website relaunch and a digital claims platform as a new service recommended.

BKM Akademie

POTENTIAL ANALYSIS · TRAINING ACADEMY

Website, e-learning platform and integrated administration without media breaks designed as the digital foundation.

Burgerholz

POTENTIAL ANALYSIS · TIMBER TRADE

CRM introduction, cross-channel customer communication and online reputation prioritised.

Close2Fan

POTENTIAL ANALYSIS · LEISURE INDUSTRY

Business software, document management and cloud infrastructure for scalable processes recommended.

Thomas Koch

POTENTIAL ANALYSIS · PROFESSIONAL SERVICES

Website as the central digital touchpoint, newsletter, search engine marketing and a CRM concept prioritised.

Krumböck GmbH

POTENTIAL ANALYSIS · MANUFACTURING

Integrated communication channels, CRM introduction and digital reputation management prioritised.

Macro Warenhandel

POTENTIAL ANALYSIS · CONSUMER GOODS TRADE

Central CRM, connected communication channels and online review management prioritised.

Marketingservice Mikscha

POTENTIAL ANALYSIS · MARKETING SERVICES

Integrated communication channels, CRM and secure cloud data exchange prioritised.

Hubert Nagele

POTENTIAL ANALYSIS · PROFESSIONAL SERVICES

CRM as the basis of customer retention, website optimisation and cloud collaboration with AI support prioritised.

Günter Oswald

POTENTIAL ANALYSIS · PROFESSIONAL SERVICES

Website, newsletter, search engine marketing and a CRM concept as the digital sales foundation prioritised.

Alexander Pfeffel

POTENTIAL ANALYSIS · ANGLING RETAIL

Business software with data integration, document management and a unified communication platform prioritised.

Rainer Kotrnec GmbH

POTENTIAL ANALYSIS · CONSTRUCTION

Website optimisation, search engine marketing and building a CRM concept prioritised.

Johanna Sohm

POTENTIAL ANALYSIS · PROFESSIONAL SERVICES

Connected communication channels, CRM and online reputation with client testimonials prioritised.

Strohmaier Trachten

POTENTIAL ANALYSIS · TRADITIONAL FASHION RETAIL

CRM-based customer retention, integrated communication channels and search engine marketing prioritised.

ITW Wasserbetten

POTENTIAL ANALYSIS · WATERBED RETAIL

Integrated communication channels with marketing automation, CRM and online reputation prioritised.

Bike Factory

POTENTIAL ANALYSIS · MOTORCYCLE RETAIL

Status and potential analysis under the KMU.DIGITAL programme.

EAM Elektrotechnik

GREEN CONSULTATION · ELECTRICAL ENGINEERING

Twin-transition analysis: digital project planning for resource savings, time tracking with ERP and integrated customer communication.

Toplak

GREEN CONSULTATION · COMMERCIAL SERVICES

Circular economy through digital project management, integrated communication channels and website modernisation.

emc

GREEN CONSULTATION · ELECTRICAL AND BUILDING TECHNOLOGY

Funded consultation under the KMU.DIGITAL & GREEN programme, digitalisation with a sustainability focus.

gutgebaut.at

STRATEGY CONSULTING · GENERAL CONTRACTING

Strategy consulting with digitalisation concept: central omnichannel communication platform with integrated CRM and marketing automation.

supertisch

STRATEGY CONSULTING · OFFICE FURNITURE

Digitalisation concept for specialised planning software and its integration into order processing.

elearninggroup

STRATEGY CONSULTING · CONTINUING EDUCATION

Digitalisation concept for CRM introduction and automation of sales and marketing processes.

HiSystems

STRATEGY CONSULTING · B2B TRADE

Strategy consulting under the KMU.DIGITAL programme: connected business units with ERP as top priority, plus CRM, web shop and document management.

DATA PROTECTION / GDPR (15)

Berger

GDPR · TRADE BUSINESS

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Bichler Transporte

GDPR · TRANSPORT & LOGISTICS

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Gut Betreut

GDPR · CARE SERVICES

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

HÖGE Bau

GDPR · CONSTRUCTION

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Laufen

GDPR · RETAIL & TRADE

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Metagro

GDPR · WHOLESALE

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Moss glocal

GDPR · SERVICES

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Steindl

GDPR · TRADE BUSINESS

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

O Handicap

GDPR · SPORTS & SOCIAL

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Tinnituszentrum

GDPR · HEALTHCARE

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Gravogl

GDPR · TRADE BUSINESS

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

Lellek

GDPR · TRADE BUSINESS

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

JOJOE

GDPR · HOTEL

GDPR implementation: records of processing, data processing agreements, privacy policy and employee awareness.

reboton

GDPR · GRAPHIC DESIGN

GDPR implementation for the graphic design agency: records of processing, data processing agreements and privacy policy.

Fachstelle NÖ

COMPLIANCE · TRAINING

Data Protection Follow-Up 2025: Strategic training and consulting on current compliance topics. Focus on the Data Act (fair data access) and the AI Act (transparency obligations for AI). Practical sensitization of employees for legally compliant customer communication and AI usage.