

## // MITTWALD

### IT WAS A COMPLETE SUCCESS

"Winning our customers over every day" – that's the philosophy of Mittwald CM Service. The owner-managed company and its now 170 employees has been working for 15 years at its headquarters in Espelkamp to make the day-to-day business of agencies easier and more efficient.

Mittwald is a leading service partner to agencies and web developers in Germany and provides a reliable base for professional website and online shop management hosting CMS and e-commerce solutions such as TYPO3, WordPress or Shopware.

## // ALWAYS GO THE EXTRA MILE

Professional consultation, technical expertise and satisfied customers and partners are a priority at Mittwald – both on a digital and a personal level. Mittwald's services even extend to the web hoster organising regular guided tours of its own data centre and server room: whether for customers, new employees, the TÜV Test Centre or representatives of banks.

However, the problem with this is that the background noise from the fans in these rooms can be up to 85 dB. It is almost impossible to talk or lead a tour of up to ten people without putting strain on your voice, not to mention appearing unprofessional.



## // SOLUTION SOUGHT AND IMMEDIATELY FOUND

Christian Heitbrink is the Data Centre Administrator at Mittwald and was searching for a suitable solution to this problem. When looking for an audio guide, he came across the BMS Audio website and then the [TOM-Audio TG-101](#). The unique feature of this tour guide system: the dialogue function. As visitors and guests often ask questions while in the server room, the dialogue function and our service clinched the deal for the company, which opted for our TOM-Audio TG-101.

Mittwald's enquiry came through the online chat facility on our website. Such enquiries are usually followed by a phone consultation and then a personal presentation during a meeting at the customer's premises. Christian Heitbrink tested the tour guide systems with his colleagues for two weeks and the TOM-Audio TG-101 quickly won him over!

**MITTWALD**

Webhosting. Einfach intelligent.

“*Finally, I can speak to customers at a normal volume without having to shout. The TOM-Audio TG-101 makes our work so much easier. It is easy to use and sturdy. And its operating time is more than satisfactory.*”

## // LOOKING FORWARD

„The TOM-Audio TG-101 makes our work so much easier. It is easy to use and sturdy. And its operating time is more than satisfactory“, explains Christian Heitbrink. Our tour guide system was first used at a Mittwald summer party in July 2018 at which employees' friends and families were shown around the data centre. "A few receivers were dropped but the TG-101 is very robust, so nothing got damaged."

At the suggestion of Christian Heitbrink, we at BMS Audio have added hearing protection headphones and a hearing protection headset to our range. We are pleased to have found a fast and straightforward solution for Mittwald.

Please note: For privacy reasons, no photos of guided tours within the server rooms may be shown.

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