The 2016 Hilti Mobile App Competition

Call for Submission

Mobile Apps @ Hilti

Join Hilti's Mobile App team and help elevate Hilti's digital customer experience to a new level!

The **Hilti Mobile App Competition** is an annual management initiative aimed at generating new and innovative technology ideas from students and graduates. **The 2016 Hilti Mobile App Competition** focuses on mobile app design ideas that will enhance the digital experience of Hilti customers and employees.

Mobile devices have become an increasingly important part of everyday life in today's world. Among other uses, they provide access to information and help to organize daily work routines. At Hilti, mobile apps play a vital role in supporting employee productivity. For customers, the user-centric Hilti mobile apps aim to provide a platform for simple, immediate access to on-the-spot information on Hilti products and services. Hilti's range of mobile apps can be found at https://www.hilti.co.uk/Engineering/Design-and-%3Cbr-%3ESoftware/mobile-apps.

We believe that Hilti mobile apps make the life of construction professionals easier when on the jobsite.

This document is available in English only.

Objectives

1. To allow students to show innovation and creativity in designing and developing tailor-made mobile apps that will enhance the digital experience of Hilti employees and customers.
2. To identify talented individuals, among the competition finalists, for possible employment with Hilti in the future.

Target group

The main target group is students (from both universities and technical colleges) and graduates. The participation of interdisciplinary teams is highly desired.

Topics

Hilti was founded in Schaan, Liechtenstein in 1941 and provides leading-edge technology to the global construction industry. Hilti's annual revenue was approximately CHF 4.5 billion in 2014. With almost 22,000 employees in more than 120 countries around the world, Hilti has specific requirements for mobile app technology. One additional criterion for mobile apps stems from Hilti's solution-oriented portfolio, as opposed to a product-oriented portfolio. Hilti products are stored intermediately in various locations. This orientation should be fully leveraged, particularly for Hilti's salesforce and Hilti customers, by quickly providing relevant information on mobile phones. Please choose the following challenge that best fits your interest and skills.

Topic 1: Mobile app for enhancing the productivity of Hilti's sales force
Hilti's sales force engages customers on a daily basis to promote and sell Hilti products. They also have regular meetings with back office employees to plan company activities, discuss feedback, analyze sales trends and update product knowledge. Your task: design and develop a mobile app prototype incorporating innovative ideas to enhance sales force productivity in one of the above-mentioned examples.

Topic 2: Mobile app for marketing and/or selling Hilti products
Hilti provides premium products, systems and services to construction professionals. The company regularly sets the standard in the construction and building maintenance industries by developing and providing innovative solutions and internationally-renowned products. Your task: with more than 10,000 products available, choose a Hilti product or products, design and develop a mobile app prototype to promote the chosen product(s). You can find an example of a promotional app in the appendix. Hilti Online's U.S. web site shows all Hilti products (https://www.us.hilti.com/).

Topic 3: Mobile app as a service or product for Hilti customers
Hilti has great interest in software applications which are closely coupled to Hilti products in order to simplify maintenance efforts and increase efficiency on the construction site. An example of such a product is *Firestop Documentation Management (https://www.us.hilti.com/cfs-dm)*. Your task: investigate the potential needs of Hilti customers at the construction site in terms of Hilti products and services. Customers may include planners, building authorities or people involved in on-site planning or maintenance and logistics activities. Design and develop a mobile app prototype to support your selected choice.

Please decide the scope of your topics (the idea, front end, back end, any special algorithm(s), etc.). You may choose from the following platforms (Android, iOS, Windows Phone, mobile web) and you may use the programming language of your choice.

For more details on Hilti, the relevant processes, products and services go to Hilti Online (https://www.hilti.com).

Important dates

Submission deadline:	December 16, 2015
Semifinals:	January 11, 2016
Final round invitation:	January 15, 2016
Final competition:	February 21-25, 2016

Prizes

1st place: a once-in-a-lifetime trip. The winning team of up to five people will receive air fare and a five-night stay at one of Hilti's strategic IT locations: Kuala Lumpur, Malaysia; Plano/Tulsa, USA or Schaan, Liechtenstein. The trip will be arranged on the basis of the winning team's home country. The team members will have the opportunity to learn about Hilti IT services and to build their Hilti network.

2nd and 3rd place: a piece of Hilti. Each 2nd and 3rd place team member will be awarded a Hilti power tool.

All finalists: internships. Each finalist will have access to a fast-track application process to a paid internship. The internship provides finalists with the chance to further develop their idea and to bring it to life at Hilti.

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Conditions of participation

This is a competition which allows students and graduates to develop mobile apps aimed at enhancing Hilti's core business.

Participation: Submissions are welcome from individual participants as well as from teams of up to five people. Team size is not relevant to the evaluation criteria. Participants must read and accept the conditions of participation. Students and graduates of universities and technical schools, from IT, business, engineering and all other disciplines are welcome to participate. A detailed technical knowledge of the construction industry is not necessarily required to participate.

Registration: Participating teams must register via e-mail with every team member contact details (full name, contact number, e-mail, university, nationality, and mentor) to IT-mobileapp@hilti.com by **October 16, 2015**.

Industrial visit: Industrial visits and discussion sessions with Hilti experts can be arranged as needed. For this purpose, the participating teams must e-mail contact details (name, contact number, e-mail) to IT-mobileapp@hilti.com.

Submission: Participants should submit their prototype with a presentation document by December 16, 2015. Your presentation document should explain the purpose of your idea and how it supports Hilti and our customers. Use an illustrative and attractive way to present typical application situations, a proposal for the design and the benefits your idea will bring Hilti. Feel free to make reasonable assumptions about the technical requirements as needed.

Semifinals: The selection event will be conducted via video conferencing. Further arrangements will be shared with the participants.

On-site workshop: The selected finalists will be invited to an on-site workshop at Hilti Asia IT Services Sdn. Bhd. at Level 7-01, Symphony House, Pusat Dagangan Dana 1, Jalan PJU 1A/46, 47301 Petaling Jaya, Selangor, Malaysia. The workshop will give teams the chance to further develop their ideas and learn more about the Hilti business while networking with a group of highly creative individuals. Submissions will be reviewed, and the winners selected, by an international panel of experts which will also make the corresponding announcement. All finalists will also be invited to an awards ceremony where their accomplishments will be recognized by a member of Hilti's Executive Board and by the competition's jury. Participation at this event is mandatory for prize eligibility.

Prototype: Develop a prototype of your idea and include a brief description (a maximum of five pages) of the major functionalities and key benefits.

Evaluation criteria: Submissions will be judged based on innovation, UX design, quality of code, complexity of the mobile app, expected benefits for Hilti and our customers, technical feasibility, preparation and presentation of the

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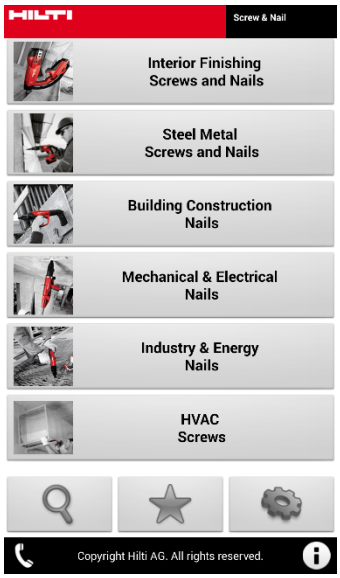
solution.

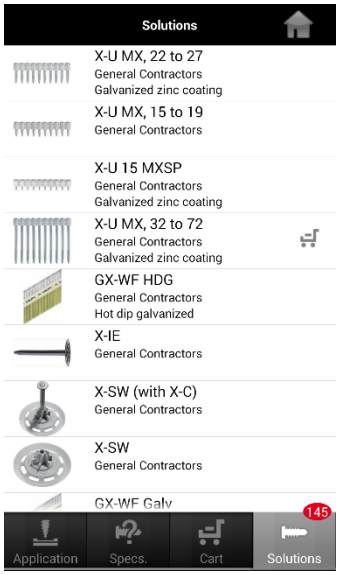
If you have any questions please contact us at

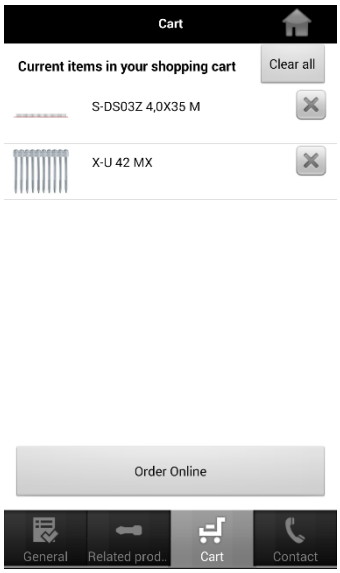
IT-mobileapp@hilti.com
https://www.hilti.com/it-mobileapp-2016
https://www.facebook.com/HiltiGroup

Appendix

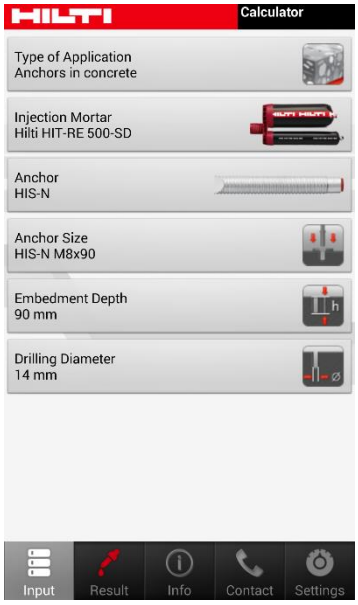
Mobile apps developed by Hilti for topic 2 references.
Screw & Nail Selector

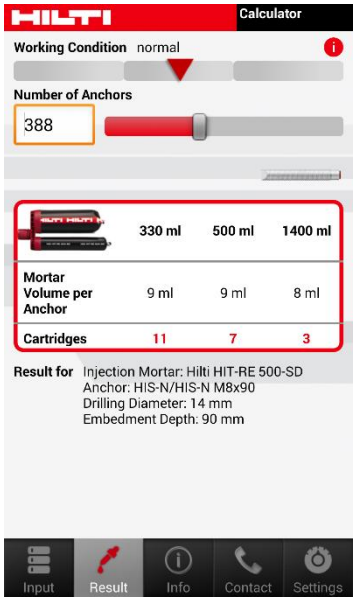






Volume Calculator





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