



PRESS RELEASE

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**Pneumatics global leader Festo digitalizes its products with PHOENIX MEDIA and revolutionizes industrial automation with smart devices and condition monitoring**

Based on Magento 2 Commerce Magento Enterprise Solution Partner PHOENIX MEDIA has developed a digital platform for Festo AG & Co. KG for the distribution of smart services for the factory and process automation. The “Festo App World” is the new selling platform of Festo’s digital strategy and expands the initial sales structure by processes for software licensing and digital delivery.

The main goal for Festo was a fast time-to-market. That is why Magento was selected. Within just two months, PHOENIX MEDIA provided a prototype for the Hanover Fair. This enabled Festo to obtain first qualified feedback from a large expert audience. In autumn 2017, the “Festo App World” has already been rolled out in 20 countries. For this purpose commerce expert PHOENIX MEDIA has integrated all sales-relevant SAP processes and web services (for example, license management and SAML for single sign-on) into Magento by an Enterprise Service Bus (ESB).

With the “Festo App World” so far unchangeable components can be extended within minutes in their function. During the construction process engineers can easily extend the functions of the components by themselves. Smart components use IoT (“Internet of Things”) gateways to report system states directly to the cloud. Condition monitoring helps plant operators to quickly visualize and analyze condition and performance data through dashboards. This enables Festo to make factory automation more flexible and ensure greater efficiency and reliability through monitoring systems.

Due to the sale of software subscriptions, Festo was able to introduce another business model in April 2018, which allows Festo to generate recurring revenues after the initial sale. For this industrial vertical it is a revolutionary sales concept which has not existed in this form before. With the support of PHOENIX MEDIA and its value-added services, Festo is already making the Smart Factory a reality today.

With 250 branches in 61 countries and an annual turnover of 3.1 billion euro Festo is the world leader in pneumatics. As a global player, the company offers smart products for factory and process automation to its worldwide 300,000 customers. Following the motto “Get digital. Now!” Festo is extending its complete product portfolio as well as driving forward the digitalization of all business sectors.

For more than ten years, PHOENIX MEDIA has been developing comprehensive solutions in the e-commerce sector. The Enterprise Solution Partner for Magento in Germany and Austria realizes tailored solutions for every e-commerce challenge. Well known as being a specialist for online shop systems, quality and success for customers take top priority. Thus, strategic consulting as well as efficient technologies and partners are integral components of every project. PHOENIX

MEDIA has been able to position itself in the market as a leading partner: Renowned retailers confide in its all-in-one solutions for a prosperous application of e-commerce platforms.

More information: [www.phoenix-media.eu](http://www.phoenix-media.eu)

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