



CASE STUDY HARDI

# Virtual Product Demonstrations

**CUSTOMER**

Hardi International

**SECTOR**

Corp Protection / Equipment Manufacturers

**COUNTRIES**

Denmark

**DATE**

2020 - Today

## CHALLENGE

In 2020, celebrating this seminar was a challenge due to travel restrictions associated with the COVID-19 pandemic, and Hardi had to look for alternative ways of making the annual event happen.

## BACKGROUND

Hardi International A/S is an international group whose basic idea is to meet user requirements for quality products, which ensure efficient, punctual and accurate use of crop protection products.

Hardi International A/S has a worldwide distribution and sales network, where they are represented by importers, agents and sales subsidiaries in more than 100 countries.

The company has its own training centre (HARDI Academy) which hosts an International Service Seminar in Denmark every year for its subsidiaries, dealers, importers and customers.

Cancellation of the event would mean a lost opportunity to improve the distribution of the product portfolio, further loss of revenue, earnings and goodwill, as well as, a missed opportunity for close communication.

They can solve the following pain points:



Cancellation of their annual event:  
Lost revenue, earnings and goodwill



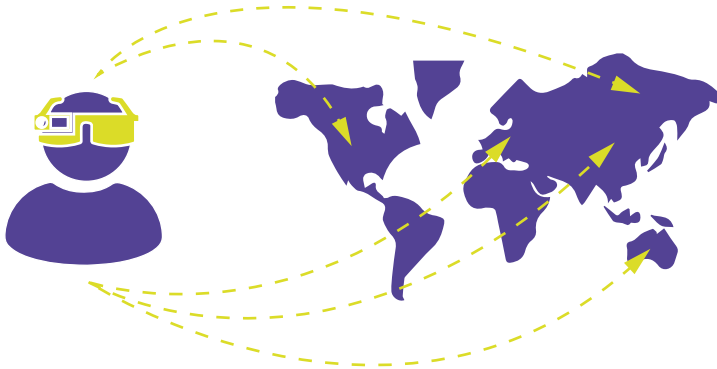
Missed opportunity for close communication with distribution network

# THE SOLUTION

Hardi had a meeting with Innomize, Wideum's preferred partner in Denmark. Innomize was presented with the Remote Eye solution from Wideum as a real-time learning platform.

The first service seminar in the new format was held in November 2020. The high-tech products from Hardi were displayed in the company's large presentation room, and at the service seminar, two Hardi experts reviewed all news on the products.

The experts used RealWear smart glasses, powered by Remote Eye software, and thanks to virtual meeting functionality, they could communicate live with participants from all over the world (Australia, USA, China, Russia, Germany), while also showing all of the various features of the products.



# WHY WIDEUM?

Wideum is a global leader in remote service technology and innovation in applications for smartphones, tablets and smart glasses.

Our proprietary software allows users to execute difficult tasks and also provides for operation maintenance with remote assistance thanks to information sharing between field service operators and support departments.

Solutions like:



include real-time data and knowledge sharing that enable increased productivity thanks to the significant reduction in costs and machinery downtime.



# BENEFITS

We help your company with the best remote assistance products and solutions that empower your technicians. In addition, they add value to your customer service and thus, you can monetize your post-sales service.

We know that having the best performance and execution is important for you, which is exactly why we want to help you with:

