

Press release

Construction expertise meets software know-how

Schöck and generic.de drive digitisation forward in the construction industry

Baden-Baden, 28th January 2021 – Schöck AG (Baden-Baden) and generic.de software technologies AG (Karlsruhe) are pooling their expertise: On 1st January 2021 the manufacturer of building materials acquired a 25% stake in the software specialist – a partnership from which both sides will benefit. The collaboration offers the potential of fully exploiting the expertise of both companies in different industries and thereby speeding up the development of new digital solutions.

The geographical proximity to each other, and their common interest in bringing competencies together for the benefit of all, led to this partnership. The two medium-sized companies are combining their strengths to accelerate the development of new digital services in construction: Schöck contributes knowledge as a long-standing manufacturer of construction products, generic.de the digital know-how for individual software solutions.

Equipped for the digital future

“The establishment of the ‘digitalisation’ division a year ago was an important step for us. However, the current coronavirus pandemic has increased the importance of digital solutions and services in construction” states Mike Bucher, CEO of Schöck AG, explaining the background to the new shareholding. “With generic.de, we can now strategically rely on the expertise of established specialists. We therefore have a competent partner at our side with whom we can design the digital planning process more efficiently, and offer sustainable software solutions, which share our

high quality standards, based on individual customer requirements” adds Bucher.

The sustainability of individual software solutions is guaranteed by Clean Code Development – a standard-setting value system for software development. generic.de have been relying on the principles and practices of this value system since 2010 and has firmly anchored Clean Code Development in its corporate principles.

“When developing individual software solutions, we don’t just pay attention to the external software quality, which is reflected in functionality, useability and efficiency. The internal quality is just as important to us. This shows itself in the sustainability and therefore the profitability of a solution. Customised software in particular must be flexible in the long term and adapt efficiently to new requirements and circumstances. Software developed with Clean Code Development can achieve this because it is to a large extent traceable, testable and evolvable”, states Michael Puder, CEO of generic.de AG, explaining the corporate principle. “We both value high-quality building materials, whether it be for Isokorb or customised software” states Puder, concisely summarising the common ground.

Captions

[Schoeck_PM-Beteiligung-generic.jpg]



Mike Bucher, CEO of Schöck AG, and Michael Puder, CEO of generic.de AG (from left). Photo: Schöck AG

If you have any questions, please contact:

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