

MEDIA INFORMATION

21TORR Interactive

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MEDIA INFORMATION 21TORR INTERACTIVE GMBH

The 21TORR Group comprises 21TORR GmbH, 21TORR Interactive GmbH and Metropolis AG. We employ 80 people at our Reutlingen location, generating an overall sales volume of EUR 6.3 million (2010). 21TORR GmbH is the holding and parent company of the Group. 21TORR Interactive GmbH specializes in brand communication, social media and e-business. Metropolis AG develops technologies and business models for community platforms and licenses these solutions. Among the clients of 21TORR are international companies, e.g. Fissler, Hewlett-Packard, Marco Polo, Phonak, ProSieben, Samsung Mobile, Siemens and Rolf Benz.

FACTS & FIGURES: 21TOR Interactive GmbH

Foundation:	1994
Employees:	60
Location:	Reutlingen
Management:	Marcus Reiser, Alexander Hafemann
Network Partners:	Mackevision, RedOrange, OXID eSales, Rgis, Pepper, RedDot, Zend

21TORR SERVICES

Brand communication

- Product launches
- Brand launches
- Online marketing
- Campaign management
- Corporate design
- Print productions

Social Media

- Establishing communities and social networks
- Generating users and creating a loyal user base
- Community management
- Mobile applications
- Development of new web and mobile format

E-Business

- E-Business
- Content management systems
- E-newsletters
- Shop solutions
- System integration
- Sales support
- Web-based training
- Process optimization

21TORR COMPETENCES

Consulting and Project Management

- Interactive and cross-media communication
- Customer loyalty campaigns
- Online marketing
- Dialog marketing measures
- Strategy development for web applications
- Marketing concepts
- E-mail and e-newsletter marketing
- Web2Print

Concepts

- Digital media concepts
(online, offline, advertising media, print)
- Content concepts and production
- Interface ergonomics
- Web reports and web analyses
- Search engine optimization
- Information architecture, front-end and back-end
- Localization and localization management
- Usability tests and optimization
- Online surveys
- Software evaluation

Design

- Digital media design
(online, offline, advertising media, print)
- Flash
- Web design
- Styleguide development
(online, offline)
- Graphics production
- Interface design
- Development of animations and web banners
- Corporate design
- Presentations

Technology & Operations

- Internet, intranet, extranet web applications and portals
- Shop systems
(in-house developments for B2B and Oxid Shop for B2C)
- Design and implementation of content management systems
- Web-based and computer-based training
(WBT and CBT)
- Applications for mobile services and mobile terminals
- Interface development and system integration
- Specifications and documentation
- Project management
- Application support
- Cross-media production and fulfilment
(web, e-mail, mobile, print)
- On-site support
- Web tracking

- Interface development
- Development of Flash applications
- Database know-how: MySQL, Oracle
- Community platforms
- DVD, DVD-ROM and interactive CD-ROM
- Kiosk systems
- Technical concepts
- Mobile applications
- Editorial maintenance
- Training
- Marketing performance
- Hosting

21TORR CUSTOMER REFERENCES

Cartondruck, Detecon, Fissler, Fürstenberg, kicker.de, Gleiss Lutz, GVS eG, Hewlett Packard, Hülsta, JSK Dipl. Ing. Architekten, Manz Automation, Marc Cain, Marco Polo, Märklin, Medien- und Filmgesellschaft Baden Württemberg, Mercedes Benz, Phonak, ProSieben, Reiff Gruppe, Rolf Benz, s.Oliver, Samsung Mobile, Siemens, Storopack, Südwest Presse, Unilog Integrata, VPV Versicherungen, ZDF.