



Oberalp Group creates a single access point together with LumApps

The family-run company shows its courage by entering new markets, and through continuous innovation of products, processes and thinking. In 2021, Oberalp Group turned to LumApps for a solution to empower every employee to share and connect with each other.



About Oberalp Group

The Oberalp Group is a family business based in Bolzano, northern Italy, founded by Heiner Oberrauch in 1981. In addition to the development and production of mountain sports items under its own brands, the company is a distribution partner for internationally renowned sports brands.



The Challenge

- ✓ Combine information and create a single access point to communicate with collaborators.
- ✓ Give access to a single workplace hub to office employees, but also those who work in shops, warehouses and quality control centers in Asia. The new portal must not only be a sources of information, but also a way to facilitate interaction between collaborators.
- ✓ Cleaning up the current documentation and organizing it in one place.

Why Oberalp Group Chose LumApps

Oberalp chose LumApps because of the platform's usability and simplicity in terms of management and design. The features and possibilities offered by LumApps covered their needs and more.

Key Use Cases

- ✓ Document Management
- With LumApps, Oberalp created a new organization system for their SharePoint documents. Optimizing document management is an essential need for large, fast-moving companies.
- ✓ Company Culture and Employee Voices
- Oberalp is a brand built on storytelling, and LumApps empowers every employee to share and connect with each other through news and community posts.

I would like to use this quote from John Geddes, «Light a campfire and everyone is a storyteller», which fully reflects the objectives we have with our intranet. We have many stories to tell, of people, brands and emotions and the LumApps platform is the ideal place to do it.”

Lisa Kroess
Executive Assistant and Corporate Communications
at Oberalp Group

The Results

100%
Active Users

5min
Average Session

The new platform is called Oberalp Campfire, “because being mountaineers the most interesting stories are told in front of a Bonfire”. The company has made it easier to find and source information from collaborators. There are more positive interactions within the company and employee involvement has increased. The priority now is to add more access points for additional users and to improve the appearance of communities.



The Huware team, responsible for implementing the LumApps platform, were described by Oberalp as fast, dynamic and extremely available. The project was deployed quickly thanks to efficient time and project management.



LumApps helps companies in all industries improve communications, employee engagement, knowledge management, and much more.

Get in touch to know more!