



# PROJECT PRESS RELEASE

**The Meine Box app for Maschinenring. A smart solution for an efficient refill management for farmers.**

Nine students collaborate with Maschinenringe Deutschland GmbH in a CIL and DT Lab course organised by Munich University of Applied Sciences.

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**Munich, 24<sup>th</sup> of January 2022:** Three groups of students collaborated on a project together with the Maschinenringe Deutschland GmbH to offer farmers an independent B2C sales channel through sales boxes. The Meine Box app prototype developed by the students offers a technologically optimised refill management of sales boxes provided by Maschinenring.

## **The farmers' need for an efficient B2C sales channel**

The idea emerged from the farmers' wish to establish an independent B2C sales channel. Thus, sales boxes which farmers can fill with products independently were developed. However, when choosing sales boxes as a selling point, one of the biggest problems is the logistics, as a farmer has no way of knowing how much stock is left in his box. This can lead to inefficiency both on the farmers' as well as on the end-customers' sides, as farmers might miss out on selling products and customers might find empty sales boxes.

## **The Meine Box app as the technological solution for inventory management**

The students have found a solution to this problem on the farmers' side: the Meine Box app. The app enables farmers to manage the inventory of their sales boxes in real time. The inventory tracking in the app is two-fold: Both restocked products as well as sold products are taken into account, so that the information in the app is reliable at all times. Also, the app is accessible from anywhere and increases the efficiency, sustainability, and technological optimization of the whole sales boxes process.

To provide a deeper understanding, the refill management process with the Meine Box app is explained in the following figure.



Figure 1: Refill management process with the Meine Box app.

The architecture of the app is explained in more detail in the Business Concept. However, the following ER Diagram should offer an overview of the setup of the prototype.

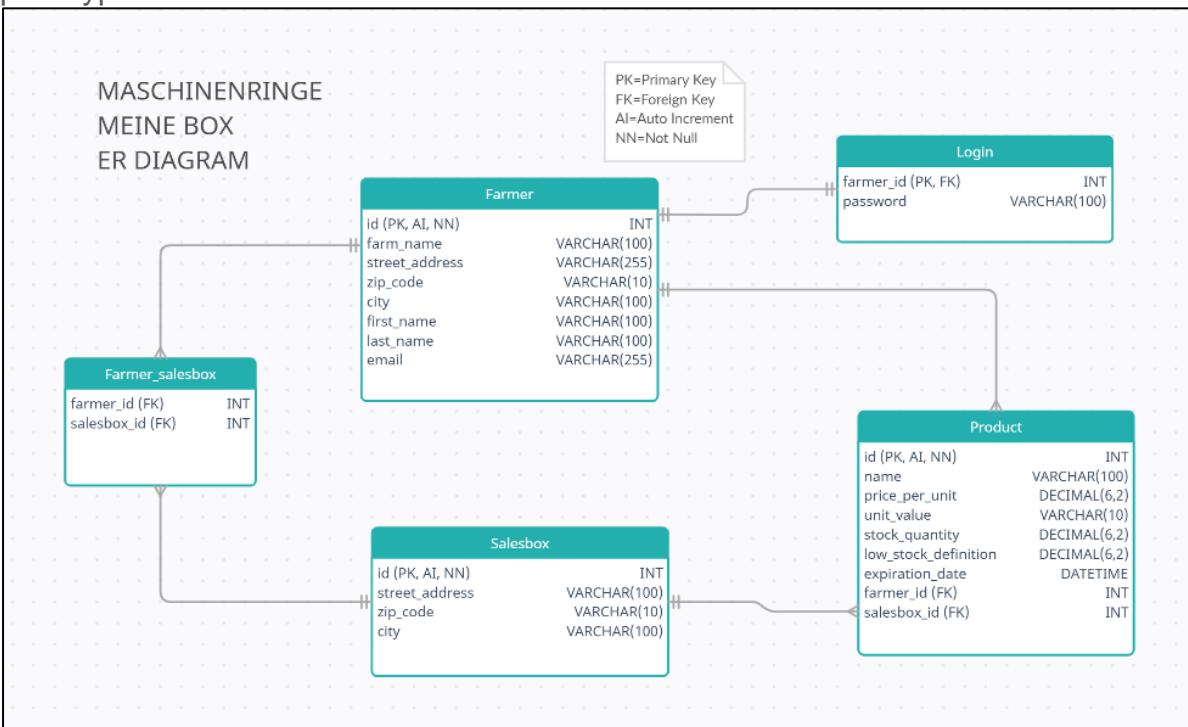


Figure 2: Architecture of the Meine Box app.

“The prototype of the Meine Box app is exactly what we wished for. Generally, I am sure that this solution is a great benefit to our farmers, who can now yield the potential of their own B2C sales channel with a technologically optimised refill management”, said Erwin Ballis, Chief Executive Officer at Maschinenringe Deutschland GmbH.

### Distributed, interdisciplinary, international, inter-lab

The course D3I at Munich University of Applied Sciences (MUAS) brought together students from Business Administration and Digital Technology Management studies at MUAS as well as Business Information Systems studies from Tampere University of Applied Sciences (TAMK).

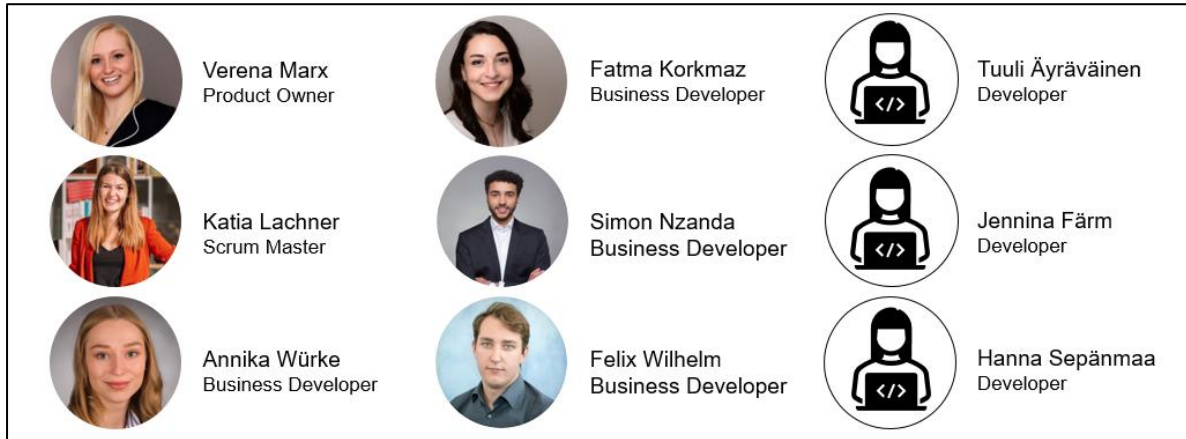


Figure 3: Students collaborating on the project with Maschinenringe.

The students collaborating on this project were: Katia Lachner, Verena Marx, Annika Würke, Fatma Korkmaz, Felix Wilhelm, Simon Nzanda, Tuuli Äyräväinen, Hanna Sepänmaa, and Jennina Färm.

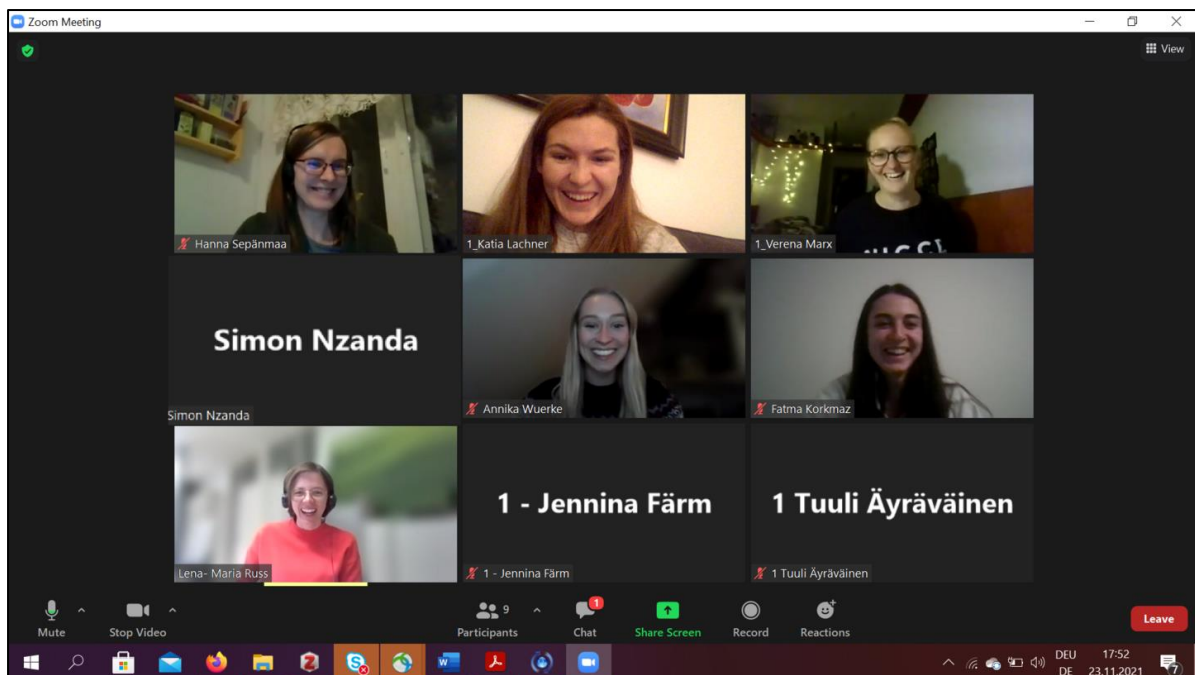


Figure 4: Sprint review with Lena-Maria Ruß from Maschinenring.

The sprint review with the client was a good forum for discussion of the current status and possible further improvements.

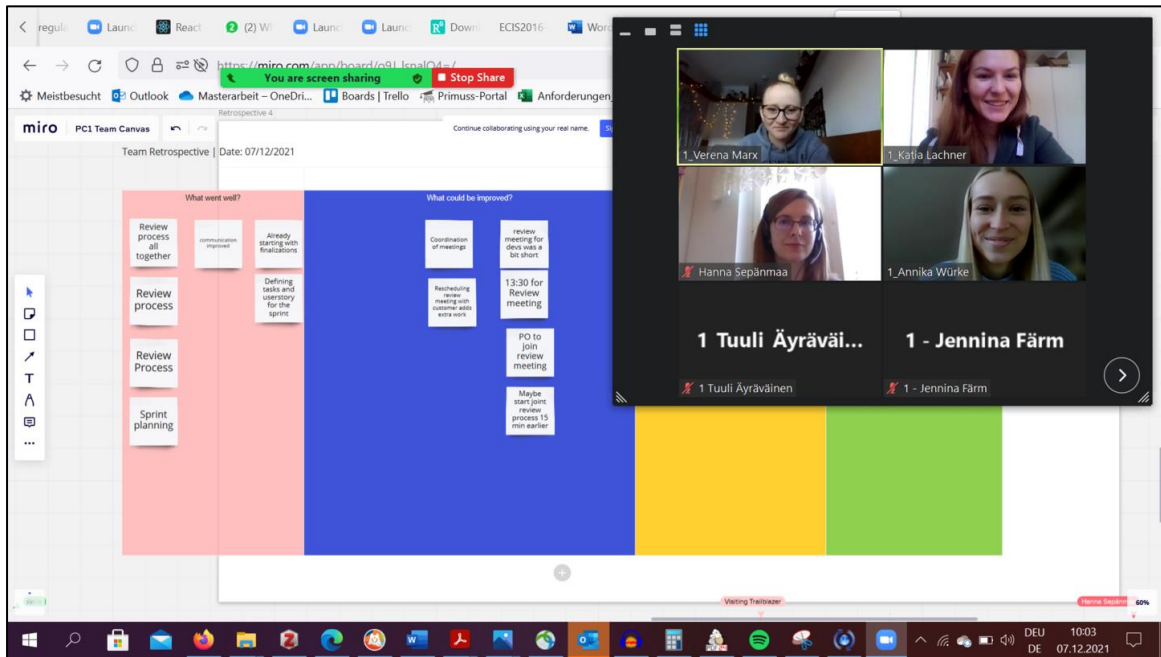


Figure 5: Retrospective after the sprint.

With retrospectives after each sprint, more efficient project management was enabled.

### “Working backwards” for customer centricity – Amazon Web Services

The Meine Box app was developed in collaboration with Lars Schmitz, Digital Innovation Lead at Amazon Web Services (AWS), who coached the student group throughout the project.

The methodology of “Working Backwards” was utilised within the project iterations to enhance customer centricity.

“The Meine Box app prototype brings along all the functionalities we need to launch the app and the team even provided some ideas for further enhancements of the app. The collaboration was easy, since we had multiple review meetings where we could discuss the current status and further ideas.”, said Lena-Maria Ruß, Management Assistant at Maschinenringe Deutschland GmbH.

### Next steps for the development of the Meine Box app

Given the extensive project documentation and the finalised prototype, the development of the Meine Box app at Maschinenringe should be a smooth process. In the Business Concept, further ideas on next features can be found. As already done within the project, another feedback session with farmers would be advised as soon as the app is developed.

The Meine Box app is explained and presented in detail in the [promotional video](#) created by the students.