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Reliable innovation driver: CARAT expands cloud functions

Dreieich, October 8, 2020: Due to Corona, CARAT, market leader and provider of the kitchen planning software of the same name, had cancelled its participation in this year's autumn trade fair in East Westphalia - like many other exhibitors. "A difficult decision, because we have been participating for three decades, seven of them at Gut Böckel. After only two trade fairs before COVID-19 broke out, we were particularly looking forward to personal contact with trade and industry this year," emphasizes CARAT Managing Director Gerhard Essig. But as already in the spring one decided once again for the health of the own team and for reliability. At that time, CARAT had acted very quickly and sent the employees to their home offices. In this way, the marketability of various products, whose premiere was actually planned for the autumn fair 2020, could be accelerated. To the advantage of CARAT customers: In such a difficult phase as the lockdown, they were given essential tools for online support in kitchen sales. One of these tools is the CARAT EasyRoom measurement app, which provided the most important basis for planning, especially in regions with strict contact restrictions: exact measurements. Another product that already celebrated its premiere in March instead of September is the Kitchen Assistant for the online planner. Based on artificial intelligence, it calculates several possible planning variants, which the end customer can then add and change as desired.

With both tools, CARAT not only responded to the requirements during the Corona crisis, but also to the accelerating digitalization. "This has simultaneously made our world more differentiated," emphasizes Gerhard Essig. "As a result, connections must become shorter and information must be able to be processed at any time and anywhere, independent of the program". For this very reason, CARAT is currently working on cloud functionalities that make kitchen planning both more convenient and more secure. "We will also master the path to cloud technology together with our customers,"

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emphasizes CARAT Managing Director Andreas Günther. "This has the great advantage for them that they can continue to work in their familiar program environment and, until the CARAT software is completely cloud-enabled at the end, still benefit from the latest cloud technologies.

CARAT can rely on its 30 years of experience and competence in the further development of the software. In the future, the Dreieich-based company wants to ensure even more strongly that the kitchen trade can also plan comfortably and reliably with products from outside the kitchen and thus expand its own business field. After all, the industry's in-house exhibitions and foreign markets show that kitchen furniture is increasingly becoming home furniture and sliding doors, solitary and even bathroom furniture are becoming more and more the focus of consumers. "The kitchen trade must prepare itself for this - and we will support it in the usual way," says Gerhard Essig.

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