

## Pressemitteilung



*From left to right: Andre Münzebrock (GRANIT PARTS), Kristof Hunsel (Reise Landtechnik), Torben Weber (TRASER Software), Sebastian Reise (Reise Landtechnik), Benjamin Luyten (Wilhelm Fricke SE) and Ralf Kamp (GRANIT PARTS)*

**Joint presentation of the new interface at Agritechnica**

## **NEW CONNECTOR APP TRASER DMS 365 X GRANIT PARTS**

The partnership between replacement parts wholesaler GRANIT PARTS and TRASER Software is based on the shared idea of offering the best service for the agricultural and construction machinery trade. Since Agritechnica, the two companies are also connected on a practical level. With the launch of the TRASER DMS 365 x GRANIT PARTS joint interface app, there is now a new digital tool designed to connect the TRASER Dealer Management System with the GRANIT webshop, and to make processes easier and more efficient for customers. The agreement with Reise Landtechnik as a pilot dealer for the new app shows just how convincing this solution is.

**Heeslingen, 8th December 2023** - The new connector app was presented by software company and digitisation partner TRASER and original and identical parts wholesaler GRANIT PARTS at their joint stand at this year's Agritechnica. During the world's leading trade fair for agricultural technology in Hanover, Sebastian Reise from the Lippetal branch of Reise Landtechnik became the first pilot dealer for the new application.

With the help of the joint interface, users of the TRASER DMS 365 ERP solution who purchase replacement parts from the GRANIT range will benefit from numerous advantages:

- Automatically import GRANIT price lists
- Query price and availability for catalogue items, parts or entire orders
- Forward orders to GRANIT electronically
- OCI catalogue integration: import shopping baskets directly from the GRANIT webshop into an order
- Electronic invoice processing: import and link incoming invoices

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The new TRASER DMS 365 x GRANIT PARTS interface has been put through its paces at Reise Landtechnik since the beginning of December, and further agricultural and construction machinery dealers will start the pilot phase at the beginning of 2024.


“As industry professionals, we combine our know-how to find the best solution for the daily processes of our agricultural and construction machinery dealers. That’s our job. Together with GRANIT PARTS we are moving forward, and with our new app we are once again one step ahead!”


Torben Weber, Managing Director, TRASER Software

“With TRASER Software, we have an industry pioneer at our side with whom we are exploiting the numerous digital possibilities available to us. Thanks to our joint connector app, we have succeeded in creating a win-win-win situation that supports our customers in their daily work. We are delighted that Reise Landtechnik came on board as our first pilot user at Agritechnica. Being part of this group will now help us to drive further development.”

Benjamin Luyten, Head of Partnership International, GRANIT PARTS - Wilhelm Fricke SE

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### NOTES TO THE EDITORS

Images can be found via the following link: <https://cloud.fricke.de/s/5nmHfpXbMRjTQ7A>  
Password: GranitTraser2023!  
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### ABOUT GRANIT PARTS

As a wholesaler of original and identical parts for all brands, GRANIT PARTS ([www.granit-parts.com](https://www.granit-parts.com)) is committed to providing top-of-the-range services and products to agricultural, gardening and construction equipment dealers across Europe. GRANIT PARTS is active in 25 countries across Europe and has more than 38,000 specialist customers. The European central warehouse in Heeslingen covers 90,000 m<sup>2</sup> with 250,000 items permanently in stock. Comprehensive customer service, fast shipping and a wide range of services make GRANIT PARTS a competent and reliable partner of professional dealers.