

Wils Solutions Brings Digital Presence and Custom Software Together for SMEs

Wils Solutions combines digital visibility, custom software and process automation to help SMEs strengthen external presence and internal operations.

VECHELDE, NIEDERSACHSEN, GERMANY, August 20, 2026 /EINPresswire.com/ -- Small and mid-sized businesses often invest in websites, marketing, software and process automation through separate providers and initiatives. German digital services company [Wils Solutions](#) GmbH has launched with a different approach: connecting a company's external digital presence with the digitalization of its internal operations.



Professional camera setup and digital workstation at Wils Solutions in Vechelde, Germany, representing the company's combination of digital communication and technology.

Based in Vechelde near Braunschweig, Wils Solutions supports SMEs in two complementary areas: digital presence and continuous development, as well as software engineering and process digitalization.

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Digital transformation does not stop with a new website. The key is to identify where digital improvements create the greatest practical value.”

Niklas Wils

The company works with businesses that want to improve how they are found and perceived online while also reducing manual work, connecting existing systems and developing digital solutions around their actual business processes.

One digital strategy, two perspectives

On the customer-facing side, Wils Solutions supports companies with websites, search engine optimization, Google Business Profiles, content production, social media and digital campaigns.

Instead of treating these activities as isolated measures, the company follows a continuous

approach: plan, implement, measure and improve.

The objective is to connect content, websites, search visibility and other digital touchpoints so they contribute to the same business goals rather than developing independently.

Internally, Wils Solutions focuses on [custom software development](#), process automation and system integration.

Many established SMEs operate with processes that have grown organically over time. Spreadsheets, emails, existing software platforms and manual handoffs often work alongside each other, even when the overall workflow could be simplified.

Wils Solutions examines where targeted automation, interfaces or custom software can reduce these friction points without automatically replacing systems that are already working well.

Understanding the process before building the solution

For more complex software projects, the company uses structured requirements analysis before development begins.

Business processes, user roles, functions, data, interfaces and technical conditions are examined to determine which solution is both technically appropriate and economically sensible.

This approach is intended to avoid a common problem in digitalization projects: introducing technology first and adapting the business process to it afterwards.

Wils Solutions instead starts with the way the company actually works and then determines which technical solution best supports that process.

Existing applications can therefore remain part of the solution. In many cases, connecting systems, automating individual steps or extending existing software can generate meaningful improvements without requiring a complete replacement.

Digital development outside and inside the business

The two service areas are based on the same principle.

Externally, a strong digital presence can help SMEs explain their services more clearly, build trust, improve search visibility and reach customers or potential employees at relevant digital touchpoints.

Internally, well-designed digital processes can reduce repetitive tasks, improve access to information, eliminate unnecessary manual handoffs and make workflows more transparent.

For Wils Solutions, these are not separate forms of digitalization.

The goal is to help companies become stronger digitally, both externally and internally.

Focus on small and mid-sized businesses

Wils Solutions primarily works with SMEs, including skilled trades, technical service providers and manufacturing companies.

The company initially focuses on the Braunschweig region and southeastern Lower Saxony while also supporting projects throughout Germany.

In addition to individual projects, Wils Solutions offers ongoing support for digital business presence and the continuous operation and development of custom software solutions.

The company combines expertise in software engineering and digitalization with marketing and digital communication. Its approach is not to create the largest possible technical solution, but to identify the solution that best fits a company's processes, objectives and practical requirements.

About Wils Solutions GmbH

Wils Solutions GmbH is a digital services company based in Vechelde, Germany. The company supports small and mid-sized businesses with custom software development, process automation, interfaces and system integration as well as websites, SEO, content, social media and digital visibility.

Wils Solutions develops and operates digital solutions designed around the actual processes and requirements of its clients and supports their continuous development over time.

More information is available at wils-solutions.de.

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