



Bernard Krone Holding GmbH & Co. KG, Spelle
Optimum cooperation –
thanks to SAP NetWeaver!

»We attach considerable importance to ensuring the best possible cooperation with sales partners and suppliers, and the innovative SAP NetWeaver technology has allowed us to make significant improvements in this area. Communication, even with minor suppliers, now takes place via the web and in real time. The stock on hand and the collection procedures have also been optimized. And even the warranties are now processed electronically, thus enabling us to further enhance satisfaction on all sides!«

Dr. Goy Hinrich Korn, Head of Organization/IT, Krone Group

Better, quicker, more service-oriented – thanks to SAP NetWeaver.

On the data highway, our trailers are now always in the fast lane.

Bernard Krone Holding quite clearly wants to be counted among the best in the industry when it comes to perfect cooperation with customers, sales partners and suppliers. In order to achieve this goal, the manufacturer of truck trailers, semitrailers and agricultural technology placed additional requirements on its own ERP system: In the future, it should be possible to communicate electronically, even with minor customers, without them having to invest in expensive hardware. In addition, the stock on hand was to be optimized and the procedures for collecting

finished agricultural machinery and commercial vehicles made quicker and smoother. It was also necessary to process warranty claims much more rapidly: The submitted claims were to be administered quickly and efficiently both by the sales partner and by Krone.

SAP, the software service provider, with whom the mySAP ERP solution was successfully implemented in 2006, was informed of these requirements immediately. SAP then got itelligence AG involved in the project in order to fulfill these company-specific requirements without delay.

A portal for all seasons: SAP NetWeaver

The best method of ensuring optimum communication with the suppliers was to use a web portal based on SAP NetWeaver. This portal offers an ideal technical basis for cooperation. Where information used to be exchanged exclusively via fax and e-mail, the suppliers can now use the portal to access orders which Krone generates in the ERP system and places in the portal, and they can do so directly and in real time. And they do not even have to make a major investment in IT: All they need is Internet access and a web browser. Unlike the more widely-used EDI connection, NetWeaver technology does not require a conversion server.

The portal allows suppliers to keep up-to-date with current demand at all times, and they can also confirm orders via the portal. Not only does this help prevent entry errors, it also saves time: When suppliers confirm an order directly in the Krone ERP system, they save more than one and a half hours of order processing time. This also applies to the portal-controlled process of sending dispatch notifications, which Krone posts in goods receipt immediately. Invoicing will soon be performed in this way as well.



Bernard Krone Holding

When Bernard Krone founded a forge in 1906, he laid the successful foundation for what is today an internationally active holding company with three affiliated companies: Fahrzeugwerk Bernard Krone GmbH, Maschinenfabrik Bernard Krone GmbH and Landtechnik Vertrieb und Dienstleistungen Bernard Krone GmbH. In the commercial vehicle sector, the group succeeded in placing itself among the top three in Europe. Within Germany, the Krone Group has 26 sites in addition to those in Spelle and Werlte in Emsland, Lower Saxony; globally, Krone has a presence in around 40 countries throughout the world. The company has a workforce of around 2,059 contributing to its success.



Customers determine the collection date themselves

Even the customers can use the portal, e.g. to query the production status of the vehicles they have ordered. As soon as they log on, they can see a complete overview of their order. They can even specify the desired date for collecting a trailer or several vehicles via the portal. To facilitate this, the system features a calendar which takes into account the capacities available at Krone at the time in question. When the customer has finished making his entries, a collection confirmation note is printed.

The integration of the collection receipt form into the portal resulted in more streamlined, system-controlled processes. Directly after entering the collection date, the employees in the delivery department receive a message that final acceptance is pending. Does the vehicle still have to be washed? Are the operating manuals complete? Does the vehicle meet all necessary safety requirements? These and other parameters are checked before the trailer is made available in the parking space assigned by the system. This preliminary check again saves valuable time when the vehicle is being collected.



A faster, electronic route to the credit note

And if a warranty case arises after delivery, the sales partners of Maschinenfabrik Bernard Krone can now be sure that their claims will be processed quickly since the new warranty system has also been integrated into the online portal and is very easy to use. This system offers 2,000 damage codes which have been tested comprehensively. Processing warranties electronically also helps to save a considerable amount of time. While it can take up to 90 days to issue a credit note and affect payment with many manufacturers, Krone needs no more than two days. And this time is set to be reduced again in the future, at least for smaller credit note amounts.

Name:

Bernard Krone Holding GmbH & Co. KG

Industry:

Mechanical engineering and automotive manufacturing

Products:

Manufacturing of trailers, semitrailers and agricultural machinery

Company size:

2.059 employees

Sales:

EUR 870 million (2008/2009)

Headquarters:

Spelle

Branches:

international

The sales partners are happy, not only because they appreciate the very short processing times at Krone, but also because they can integrate this function into their own warranty management. SAP NetWeaver is, quite simply, a portal for all seasons.

Facts & Figures

Solution: SAP NetWeaver portal launch

Project duration: 8 to 10 months

Components used: SAP SD, MM, SCM - SNC

Benefits:

- Portal-based information provision reduces the workload for Sales
- Planned collections with verified collection receipt forms reduce the workload for Dispatch
- Suppliers are involved in the production planning process
- Detailed authorization concept to ensure efficient cooperation
- Better resource planning for the customers since they can determine collection dates themselves
- HR bottlenecks during final acceptance and delivery are avoided
- Own Krone warranty system for electronically processing warranties

