



Wittenbreder Einrichtungssysteme GmbH & Co. KG, Herford, Germany
Extensive range –
rapid delivery with it.wood

»The introduction of Multi Color and the seamless restructuring to make-to-order production with SAP enabled us to increase annual revenues by 30%. Today, we can supply ordered furniture that can be freely configured in SAP and produced make-to-order two weeks faster to specialized dealers.«

Detlef Wittenbreder, Managing Director, Wittenbreder Einrichtungssysteme GmbH & Co. KG

**Made-to-measure software and
made-to-measure furniture**

The buyer at the point of sale is delighted with the almost infinite possibilities. This results in corresponding requirements in terms of procurement, production and logistics behind the scenes at the manufacturer. "Without software, customized production would either not at all be possible or with unjustifiably high expense", notes Detlef Wittenbreder, Managing Director of Wittenbreder Einrichtungssysteme GmbH & Co. KG. The provider of tailored furniture also relies heavily

on precisely-tailored software. it.wood is the name given to the itelligence AG preset solution for SMEs in the wood and furniture industry. The system is based on SAP technology, expanding this in terms of industry-specific functionality.

**Leap to the future in networked
process management**

Wittenbreder had already been set to implement it.wood back in 1998. At the time, the company had moved away from its previous software due to fears about non-existent Y2K problems.

Wittenbreder Einrichtungssysteme GmbH & Co. KG

Good interior design begins with the lobby, and with Wittenbreder Einrichtungssysteme GmbH & Co. KG. The company produces high-quality hallway and lobby furniture that impresses with its functionality and design. This also applies to the furniture for presenting music or television equipment which complements the product line. All products are produced from real solid or veneered wood. To carry this out, the company has 12,000 square meters of production and warehousing space at their disposal at the headquarters in Herford, Germany. The company supplies exclusively, but comprehensively, to specialist dealers. Wittenbreder products can be found in almost all furniture stores across Germany. The company, founded in 1948 and now with 80 employees, is one of the leading providers in its industry.



Name:
Wittenbreder Einrichtungssysteme GmbH & Co. KG

Industry:
Wood and furniture industry

Products:
High-quality entry area and occasional furniture

Company size:
80 employees including 15 SAP users

Headquarters:
Herford, Germany

Sales:
EUR 12 million

it.wood included this option and was also a convincing choice in terms of a solution that could be fully integrated. Wittenbreder wished to cut throughput times in purchasing, production, logistics as well as accounting with networked process management. The result of this was an order to itelligence, the system partner, for the appropriate implementation of a comprehensive software solution. The areas of materials management, sales, distribution and production as well as financial accounting and controlling were also to be supported. In addition, an SAP solution was also implemented for human resources. The company's demanding plans were in competent hands with itelligence. The SAP partner has many years of project experience, particularly in the wood and furniture industry. This became evident with the tightly organized integration at Wittenbreder. After just three months, the first applications were ready for use in production, after a further three months the entire system was ready for productive use. Since then, the IT management has not used up any of Wittenbreder's personnel resources. itelligence checks and maintains the software on a regular basis by means of remote access.

Speedy changeover to make-to-order

Since its implementation, Detlef Wittenbreder has continually chosen SAP and itelligence. The implementation of Multi Color, for example, a lobby furniture program that is very popular due to its design flexibility. To carry this out, itelligence expanded the it.wood functionality by a special variant configurator, thus broadening the product data model. In doing so, the technological requirements for make-to-order production of Multi Color were met within a short period of time. "SAP software is fantastic, easy to use and is a long-term investment", summarized the company boss.

Automated speed and assurance

A glance at the processing of orders at Wittenbreder illustrates this statement. it.wood ensures stringent processes and sustained quality. This

begins with order entry. Based on the product configuration entered, the software checks whether the order entered is actually feasible and can be produced. Once the information has been released, the procurement and production process that follow are put in motion and are largely managed automatically. For example, the system "knows" the current warehouse stock, procurement times and availability of production capacity. Based on this, purchase order quantities are planned and production and distribution are coordinated.

Delivery times reduced – revenues increased

Wittenbreder thus fulfills another demand of the furniture buyer: the shortest delivery times possible. This is once again demonstrated by the lobby furniture program Multi Color which has a great many variants. Thanks to it.wood, make-to-order products can be supplied two weeks faster to specialist dealers. The furniture stores can then pass this time-saving on to their customers, which means that they also benefit. This means that individual, as opposed to store, orders are placed. This guarantees purchase of commissioned furniture and allows the furniture manufacturer to strengthen its leading position with trading partners among very difficult competition.

Facts & Figures

Solution: implementation of the SAP industry solution it.wood

Server: HP Windows Server

Database: Oracle

Project duration: 6 months

The advantages:

- Reduction of order production times
- Speedy delivery
- 30% growth in revenues since the change over to make-to-order without having to increase personnel numbers

