

# headlines

Lean Manufacturing—Slim Down for Success

Global Newsletter

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### Sharp Solutions and Flexible Architecture

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### Java Upgrade Supports Ballantyne's Future Growth

Since first installing Intenia Application Suite (IAS), Australian family-owned dairy company Ballantyne Foods has achieved many time and cost savings in its manufacturing, distribution and capacity planning, as well as with sales and financial reporting.

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### Slim Down for Success with Lean Manufacturing

Lean manufacturing is in the spotlight. But is it the new cure for all ills? Andrew Dalziel, the supply chain management product director at Intenia, answers our questions.

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# A Word from the CEO

Manufacturers everywhere face relentless competitive pressures. This is particularly true in the mid-market segment. Intentia's solutions, with our low total cost of ownership and our ability to help you work across the entire value chain, from suppliers through customers, can be a key competitive edge as you seek to prosper in this marketplace. Intentia Application Suite reduces costs and time to market, and provides management with powerful tools for staying on top of the critical variables that drive business success.

The release in November of Intentia Application Suite 5.2 is particularly good news for manufacturers. It is the most quality-tested edition of IAS yet, and we have designed it to dramatically reduce the costs of adoption or upgrade from previous versions. We simultaneously released IAS 5.2 with the required localizations for 30 different countries. This is designed to help companies better plan upgrades, with the knowledge that the specialized functionality to deal with taxes, local regulatory and legal environments, language, and foreign exchange will be available in all markets where you operate.

Intentia is also in the final stages of our merger with Lawson. I can assure all our customers that this merger is quite different from some of the others in the ERP industry.

Lawson and Intentia are two complementary companies—serving different geographies and different verticals—with a shared commitment to open technology standards and customer satisfaction. We will continue to serve all our existing industries and maintain both sets of core applications. For our customers, the only difference will be a company that has twice the scale (roughly USD 800 million in sales) and twice the resources to effectively meet your needs.

While Intentia has long had a presence in the US, especially in the fashion and food and beverage industry, our merger with Lawson Software will dramatically increase our ability to deliver our solution to manufacturers in this region with the same depth we have long enjoyed in Europe and have more recently established in the Asia Pacific region.

Once the merger is complete, I will become the Chief Operating Officer of the combined company, which will be known as Lawson Software. This will keep me close to you, our customers, which is where I love to be.



Yours truly,  
Bertrand Sciard  
CEO

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## Waste Not, Want Not

Learn how to do more with less

If you want to compete in the global marketplace, anything that does not add value for the customer—or anything the customer is not willing to pay for—must be removed from the manufacturing process. That's what lean manufacturing is all about. It removes waste, enabling you to do more with less so that you can reduce costs while increasing productivity and delivering great value to your customers.

Intentia University is hosting a two-day seminar that presents lean manufacturing concepts and principles, and shows how Intentia Application Suite supports the lean manufacturing processes and flow.

The seminar will help you get the most out of the integrated functionalities in Intentia Application Suite. This will result in:

- Improved quality
- Reduced costs
- Higher delivery performance
- Reduced manufacturing cycles
- Decreased stock levels and increased productivity.

The seminar is recommended for managers who want to learn more about lean manufacturing principles and mechanisms, as well as how to support these mechanisms within the Intentia solution. For more information: [www.intentia.com/university](http://www.intentia.com/university)

**“We’ve made savings on a range of resources since we can now concentrate on the work that creates value, instead of re-inputting endless amounts of data.”**

**Jan W. Jensen, CEO, Hydrema**



# Hydrema Optimizes Its Value Chain

Danish earthmoving equipment manufacturer Hydrema decided to consolidate its multiple independent IT systems, but the customized solution package from Intentia has done so much more. Hydrema was able to optimize its value chain and production processes, eliminate unnecessary waste, and improve customer communications.

## Business Benefits

The various Intentia solutions Hydrema has been using have become a cornerstone of the business. “We no longer need to take orders and check stock levels manually,” Hydrema CEO Jan Jensen says. “Our advanced product configurator has allowed us to streamline numerous operations and strip out all the superfluous processes. Now we can build the exact machine that the customer wants, without any waste or unnecessary delays in the process.”

He continues, “[With Intentia’s enterprise solution and advanced production planning (APP) system] we’ve made savings on a range of resources. We’ve gained a clearer overview of the production processes, which has meant that we’ve been able to reduce our stock levels.”

With Intentia’s systems as the basis for its global business, all Hydrema employees are able to use the same frames of reference and the same database, and customer communication has also been greatly improved. “Our production process is much more transparent now,” Hydrema CFO Johnny Larsen explains, “and we have a clear overview of our stock so we know where every item is at all times. Projects are worked on in the right priority order, which means that production of a particular machine doesn’t grind to a halt just because we’ve run out of a particular

component.” A satisfied Jensen adds, “Our production is now controlled according to a strict plan instead of it being about whoever shouts the loudest.”

## The Company

Hydrema is a family-owned business that was founded in 1959. Its operations include a large network of sales and servicing facilities, with subsidiaries in all major Western European countries. The rest of the world is served by local importers and dealers.

In addition to having over 1,500 suppliers and a highly complex manufacturing process, Hydrema also services its machines. Therefore, the company must be able to collate and analyze all information related to individual machines quickly and accurately. “Our business is based on giving our customers excellent service and producing high-quality machines,” Larsen maintains. “We treat each machine as an individual product, and follow it through its entire life cycle.”

With the implementation of an Intentia solution, Hydrema got the centralized management system it had always wanted. The enterprise and production planning solutions from Intentia were able to provide an integrated picture of the company’s finances, sales, production and servicing—all

essential in ensuring global competitiveness in the earthmoving equipment market.

## The Future

Given its level of satisfaction with the implemented solution, Hydrema is currently planning to upgrade to the latest version of Intentia Application Suite. The company is also looking forward to bringing its buyers and suppliers closer together. “Obviously, there’s a lot to keep your eye on when you have 1,500 suppliers,” Larsen says. “Thanks to Intentia, we’re now in a position to manage our production processes more smoothly. We’re planning to introduce Intentia Workplace so that our suppliers can confirm their orders directly in our systems. All they need is an ordinary Web browser.”

## About Hydrema

A/S Hydrema is a modern, international group of companies that develops, manufactures and markets high-technology earthmoving machines and equipment. Today, Hydrema is a one-stop supplier of the very latest high-performance hydraulic earthmoving equipment for use in earthmoving, building, construction and agriculture. Hydrema’s headquarters are located in Støvring, Denmark, with subsidiaries in Great Britain, France, Germany, Norway and Sweden.

# Slim Down for Success with Lean Manufacturing

Lean manufacturing is in the spotlight. But is it the new cure for all ills? Andrew Dalziel, the supply chain management product director at Intenia, answers our questions.

## Is lean manufacturing the solution to all problems?

Well, not quite. But it does enable manufacturers to become more competitive and operate effectively in the emerging demand-led supply chains. That is particularly the case in supply chains where companies are wholly driven by unpredictable customers who want more product variety, higher quality, smaller orders and shorter lead times.

## So, the market environment has changed?

Yes. There have been huge changes to the industrial landscape during the past 15 years, and these big changes are primarily the result of post-Cold War globalization, market liberalization, and the emergence of countries such as Brazil, Russia, India and China with their abundance of low-cost labor. Confronting these economic realities has concentrated the minds of corporate planners and decision makers alike in the industrialized Western nations as they battle to compete with lower cost competitors.

## So, what is lean?

Simply, it's a philosophy with a number of variations such as Just-in-Time (better know as JIT), Theory of Constraints (TOC), lean production and agile manufacturing. Lean manufacturing is complementary to Six Sigma, a methodology for eliminating defects. Its main focus is on customer value-adding activities, systematically eliminating production "fat" and waste, and embarking on a process of continuous improvement. And the added benefit is that employees become empowered to execute the lean plan. This fosters improved levels of motivation, productivity and quality because individuals are more involved in providing solutions that contribute to improvements in the manufacturing process.

## Is lean a new philosophy?

No. The philosophy has existed and evolved since shortly after the Second World War. Its roots are in the Toyota production system. And lean is a complex subject that has spawned a host of products of varying integrity and ability. Lean is full of

hidden pitfalls unless those pursuing its considerable benefits take a pragmatic and intelligent approach because companies could, unwittingly, invest considerable time and effort and not get all the anticipated rewards they expect.

## How does a company go about embracing lean?

Each company has to begin by establishing a clear understanding of its individual situation, its business environment and its own distinctive manufacturing characteristics; the latter, in particular, determines the ease with which a lean approach can be implemented in order to achieve the desired improvement performance. Initially, it was automotive companies that used lean. But today, companies across most industries are using lean manufacturing techniques.

## How does Intenia support lean manufacturing?

For more than 15 years, Intenia has embedded the principles of the lean philosophy as an integral part of solutions such as business process mapping and design tools, lean material planning, leveled

or repetitive scheduling, Just-in-Time and kanban. As a result of implementing these solutions, Intenia customers have realized returns that more than justify the initial investment.

And like many vendors, is Intenia's an "out-of-the-box" approach to lean?

No. Intenia recognizes that lean is a "journey" and not a one-off solution; it also involves people and a cultural change in the organization. Intenia has a discerning approach to manufacturing performance improvement. This approach is built around open mindedness and choice in order to give customers solutions. That is why the company often recommends a hybrid solution—a combination of solutions and components to meet a particular manufacturing need in a particular market, be it MRP (material requirement planning), Just-in-Time or TOC (Theory of Constraints) which is an area of particular strength for Intenia. The main advantage of TOC is that, compared to an advanced production planning solution, it takes half the time and effort to implement, it does not require high data quality, and it realizes a quick win.

## So, what's the bottom line?

Software solutions have a fundamental role in supporting lean manufacturing. But these solutions have to be "fit for purpose". Intenia is an intelligent provider that can demonstrate broad and deep knowledge and understanding of its focus industries, and it takes an open-minded approach. And that, as they say, is just the start of good things to come!



# Executive Profile: Günther Tolkmit, Chief Technology Officer



## Combination of Expertise

Tolkmit brings a combination of enterprise software technology knowledge, international operations and extensive customer service experience to Intenia.

He has worked for several software companies during his career, including nine years at SAP in Germany where he held a number of senior roles including vice president of technology management, chief marketing officer, and senior vice president of SAP Ventures. He has also held management positions at Software AG, Cullinet Inc., Siemens AG and, most recently, Parsytec AG, where he was chief operating officer.

Günther Tolkmit is Intenia's newly appointed chief technology officer. In this role, he has full responsibility for the company's technology strategy and the management of all research and development, quality assurance, support, and product delivery.

In short, he ensures the best possible performance and service for Intenia's customers around the world.

He will lead Intenia's technology resources around the world in the delivery of new products and technical infrastructure to further Intenia's leading competitive advantage today, and build the new technology components needed for the company's future success.

## Gardening as an Example of Change

Today's world of enterprise software systems has reached such a degree of complexity that there is no longer any opportunity for

a "clean sheet" approach. The constantly required change of our customers' IT worlds can only be accomplished incrementally. This needs to be reflected in our software and its supporting services.

"The overarching paradigm of change must follow the example of gardening," Tolkmit says. "You seed a little bit here, you weed a little bit there, you cut back a little bit left, and you plant a little bit right. That is what modern enterprise software needs to allow for. This approach has started to be called 'organic computing' as well."

Intenia's software and its supporting services will be delivered by first keeping in mind that everything that is provided as standard needs to be extended to fit the customer's individual requirements, and secondly that everything that is provided as standard needs to be integrated into the customer's existing IT landscape.

# Continued Praise for Opportunity Analyzer

Intenia's Opportunity Analyzer (OA) is no stranger to critical acclaim and has once again been in the international limelight with praise from the trade press, analysts and awards organizations.

The strategic planning tool has been applauded as a "valuable way to prove the value of an enterprise IT solution" by Enrico Camerinelli, chief analyst and European director at the Supply Chain Council (SCC).

International IT magazine InfoWorld described the Opportunity Analyzer process as an exceptional example of "careful project planning".

While in the UK, it has been shortlisted as a finalist in the prestigious Information Management Awards, one of Europe's leading IT awards, in the Product of the Year category.

## Drive Profitability

OA helps organizations implement the most effective IT strategies to achieve business goals—both financial and non-financial. It does this by making a company focus on the internal processes that drive profitability, then identifying and prioritizing the most important best practices to use to improve them.

The software then advances the implementation by forcing management to set time-phased quantifiable goals that will determine success.

Camerinelli commented, "Opportunity Analyzer is the closest thing I have seen to a real ROI [return on investment]

model in the sense that it is an opportunity evaluation solution rather than a 'promising' tool. It incorporates best practices into the application in a different and more valuable way to prove the value of an enterprise IT solution."

## Improvement Opportunity

The chief analyst identified additional features of OA that are beneficial to users, including its ability to communicate the impact of IT and business decisions in terms that are familiar to a business executive.

He also commented on OA's ability to connect a business improvement opportunity with a readily available software application, eliminating any roadblocks to immediate action.





**“We are able to accurately measure input and output to production. This allows us to have control over our real production costs and to accurately measure efficiencies.”**

**Scott Macaulay  
Financial Controller, Ballantyne**

**Why Intenia?**

“Ballantyne has a complex organization structure with a number of manufacturing and export divisions, and a broad range of product stock-keeping units. We wanted a partner that could understand the nuances that are unique to our business sector as well as our organization’s specific needs—to help us maximize process efficiencies and remain productive and competitive.”

Macaulay continues, “When we initially selected Intenia we were impressed with the system’s functionality, pricing and Intenia’s implementation team. We especially like the company’s market focus—Intenia’s demonstrated commitment to the middle market tier was a valuable factor for Ballantyne. At the time we reviewed several vendors, including SAP, but Intenia proved to be a much better fit to our needs from a cultural and developmental perspective.”

**The Implementation**

In 2001, Ballantyne first rolled out the system to users across purchasing, logistics, quality control and sales functions, as well as to workers in the warehouse and on the factory floor. The recent switch to Java commenced in early 2004.

“The upgrade path was actually planned from the outset. From the beginning we established a development timescale of around four years to ensure we keep pace with new technologies and the benefits they offer,” says Macaulay.

# Java Upgrade Supports Ballantyne’s Future Growth

Since first installing Intenia Application Suite, Australian family-owned dairy company Ballantyne has achieved many time and cost savings in its manufacturing, distribution and capacity planning, as well as with sales and financial reporting. Ballantyne has now gained new benefit opportunities with Intenia’s Java platform.

**Business Benefits**

“Since implementing Intenia’s solution, we have seen notable improvement in stock control. Previously we would count stock every month, which wasted both warehouse space and man hours. Now we count only twice a year,” says Scott Macaulay, Ballantyne’s financial controller.

“We are also able to accurately measure input and output to production, instead of relying on back-flushed standards. This allows us to have control over our real production costs and to accurately measure efficiencies,” Macaulay adds.

“From a finance perspective, reports now run seamlessly through Cognos. Sales

reports are available instantaneously and margins are immediately visible.” Macaulay continues.

**“We have seen notable improvement in stock control. Previously we would count stock every month, which wasted both warehouse space and man hours. Now we count only twice a year.”**

**Scott Macaulay  
Financial Controller, Ballantyne**

Such was the success of Intenia’s system that in 2004, Ballantyne upgraded to Intenia’s Java-based platform. “Upgrading to Java ensures we have a high level of scalability to support any future growth, and a level of platform independence that will lend itself well to new industry developments. It protects our IT environment as well as opening us up to potential new ways of working in such a fast-paced, electronic world,” says Macaulay.

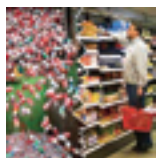
## About Ballantyne

Ballantyne is a family-owned Australian company that has been serving the global market with fine foods for more than half a century.

Today, Ballantyne is the world’s largest producer of canned butter and exports throughout Asia, the Pacific Rim, the Middle East and the Americas. The Ballantyne portion control product range is served by airlines, international hotels, major hospitals and other leading institutions, while its retail butter packs are seen in supermarkets around the world.

# Sharp Solutions and Flexible Architecture

Intenia has announced a number of new products that tackle a major issue facing the food and beverage industry—namely seasonal peaks and promotional spikes—that cut the time required to realize lean manufacturing benefits and remove blind spots in rental.



## Sharp Solution Tackles Peaks and Spikes

Intenia has released a stock build optimization solution that tackles one

of the major issues facing the food and beverage industry—the need to build stock to meet seasonal peaks and promotional spikes. The solution maximizes the stock mix and reduces surplus finished goods inventory by up to 20 percent to avoid stockouts and product waste. Andrew Dalziel, supply chain management product director at Intenia, comments, “Our solution has been developed to reduce the risk for manufacturers that are often left with excess products that will likely exceed their shelf life, while stockouts occur on other products.”



## Theory of Constraints Put into Practice

Intenia has launched its Theory of Constraints (TOC) production planning solution. The

solution shortens the time necessary to realize the benefits of lean manufacturing and quickly delivers increases in throughput, minimizes inventory and reduces operating expenses. “Lean manufacturing focuses on enforcing customer value-adding activities throughout a factory by eliminating waste and striving towards continuous improvements,” Dalziel says. “With the introduction of a TOC planning solution, Intenia customers can achieve the many benefits of lean manufacturing by optimizing complex production scenarios.”



## Blind Spots Vanish in Rental Business

Intenia has announced the first product service management (PSM) solution developed

specifically for the rental industry. The new Intenia PSM solution helps eliminate information “blind spots”, a major barrier that prevents many rental companies from optimizing day-to-day performance in order to generate additional revenue and profit, as well as develop and sell new services in a rapidly growing market. Information blind spots prevent managers from getting a complete picture of the business and how it operates, as well as a detailed profile of customers and demand in order to forecast the service levels required accurately.

# New Release Puts Time and Money First

Intenia Application Suite 5.2—the most quality-tested edition of IAS ever—is designed to dramatically reduce the cost of adoption or upgrade, as well as optimize investments of time and money for competitive advantage.

IAS 5.2 addresses the challenges mid-market companies face in implementing and integrating enterprise resource planning systems to optimize their investments of time and money for competitive advantage. It does this through industry-specific functionality and a commitment to open standards and platform standardization.

At the core of the IAS 5.2 release is the provision of local market-specific functionality for all major regions immediately upon installation, which significantly reduces the elapsed time and administrative costs previously needed to implement and upgrade systems across multiple geographic regions.

This localization, for 30 different countries, helps companies to better plan upgrades, secure in the knowledge that the specialized functionality to deal with taxes, local regulatory and legal environments, language, and foreign exchange will be available in all markets where they operate.

## Reduced TCO

In its efforts to further standardize infrastructure, three of the IAS core offerings,

e-Sales, e-Procurement and Workplace, now operate on IBM’s WebSphere platform, allowing for effective, automated collaboration throughout the supply chain. This integration enables enterprise users to reduce their total cost of ownership (TCO).

Martin Hill, the vice president of product marketing at Intenia, says, “Mid-market organizations need to constantly reduce time spent on non-value-adding activities, provide

faster service to customers—without sacrificing quality—and reduce time to market.”

He concludes, “For every company that is unable to continuously improve these processes, there are several companies waiting to take their place in the supply chain. With IAS 5.2, Intenia has made standardized, open technology a priority for mid-market clients that need a stable and quality ERP solution that can save time and money.”



INTENTIA AT BAXI HEATING UK

# Baxi Heating Consolidates and Grows with Movex

By implementing Movex Advance Production Planning (APP) and data capture, Baxi Heating, the UK's largest heating manufacturer, reduced work in progress in its component business by 47% in just three months. Over the same period, the company achieved a 14% reduction in raw material and a 10% reduction in stock inventory.

## Business Benefits

In recent years, the heating appliance market has experienced enormous consolidation, creating fierce competition between a smaller number of suppliers.

Baxi has emerged as one of the strongest contenders in this new marketplace, merging with Potterton in 1999 and acquiring two additional companies in 2000. The acquisitions tripled Baxi's component division turnover, but they also led to enormous challenges.

One of the biggest challenges was the consolidation of the core business activities of the separate companies into single centers of excellence. Soon it was clear that the IT systems supporting the components division at Baxi Potterton couldn't handle the volume of orders being generated. A shortage of components meant that the production lines had to be stopped on many occasions, creating delays for customers.

"We made the decision that we could not go through another winter like that and began to look for ways to address the problem," says Ray Adamson, business systems manager at Baxi Heating.

Baxi Heating, already using Movex since 1995, contacted Intentia to discuss the problems in their component business. After a successful demonstration, Baxi considered no other suppliers. "We knew it would fit in with our existing Movex platform and the software worked, so there didn't seem to be any point", Adamson says.

Movex APP has since delivered important benefits to the company. At the start, the components division was operating a week behind schedule. The delay has now been reduced and that has a knock-on effect on assembly. "We no longer have to stop the production lines because we don't have a particular component," says Adamson. "They are much more efficient."

## Why Movex

One of the key reasons for deploying Movex APP was that Baxi was already using Movex. Although Baxi was happy with the existing

Movex solution, it acknowledged the system also had its restrictions. "With material requirements planning (MRP) Movex could track the different steps within the manufacture of a particular component, but didn't provide an overview of the complete process. Now Movex APP not only monitors the manufacturing process, it also knows what happens, in what order, and at what time, which is a big advantage. It gives you real-time information about when you start and finish the job down to the minute. MRP was daily," says Adamson.

Movex APP controls the production of 1,500 products which are used in 150 centers—and best of all, APP lets Baxi manage by exception, making the software highly time efficient.

## The Implementation

The project consisted of two elements: Movex Advanced Production Planning (APP) and data capture/barcoding.

The barcoding technology is used on the factory floor to capture information about components as they are produced. Operators carry handheld bar code scanners which read bar codes attached to the containers of components and transmit the details of the component to the central Movex database over a wireless radio frequency network.

The barcoding system also works with Movex Container Management to provide more detailed information on components.

While the barcoding application improves the quality of information about completed products, Baxi Heating still needed to address the issue of improving the manufacturing process itself. To achieve this, Baxi introduced Movex APP.

The implementation of Movex APP took just four months to complete. Before the software went live, Intentia and Baxi created a static test environment to reassure Baxi that the software would cope with the demands of the business. It also gave Baxi the opportunity to learn more about how Movex APP would work in practice.

## Future Plans

After the successful implementation of barcoding, data capture and Movex APP in the components business, Baxi heating is extending the system to include the boiler and fire assembly divisions.

To ensure that the company continues to thrive, Baxi is also looking at assembly, storage, distribution and sales forecasting through Movex and the multi-site planner.

## About the Company

Six million boilers are sold in Europe every year to power domestic central heating systems. One in every ten boilers sold is manufactured by a Baxi Group company. Producing over 650,000 gas, oil-fired and solid fuel boilers each year, the Baxi Group is one of Europe's leading boiler manufacturers. Baxi Heating UK which is part of the Baxi Group, is one of the UK's leading manufacturers of gas heating appliances. The company has grown rapidly in recent years, acquiring well-known brands such as Potterton and Valor. Today, Baxi Heating employs more than 1,000 people.



# Intentia Offers Bison Clear Insight into Company Processes

In 1958, Bison International launched its first Bison kit tube. Today two product locations based in the Netherlands supply more than 2,000 products to consumers and professional handymen in more than 50 countries. Bison counts on Intentia Application Suite to streamline all of its processes in the areas of production, delivery and finance of its products.

## Business Benefits

Bison is a marketing-driven organization. This means that the marketing demand plays a leading role in the company's activities. "The Intentia software has helped us make processes more transparent", says Cindy Jooren, ERP implementation leader at Bison.

This transparency not only applies to Bison in the area of customer advantages. 2,000 different products cause an extensive production and distribution process. The supply chain planning and supply chain execution functionality in Intentia Application Suite helps optimizing the organization of these processes.

In addition, the management of product ranges and the generation of customer-specific price lists is no longer a time-consuming process. Jooren says, "The possibilities that the Intentia solution offers in product, customer and supplier data maintenance, as well as the reporting possibilities, allow for better and quicker availability of information."

## Why Intentia?

For the selection of the new ERP package, Bison worked very thoroughly. Based on a realistic business case and together with a specially set-up Bison ERP project group,

they put together about 25 selection criteria in the areas of supply and demand, product data management, price and promotion, and logistical processes. The focus was very clearly on the processes present within Bison, and the requirement was that the IT needed to be supportive.

Based on the 25 criteria Bison set up different test cases. Jooren adds, "We also paid some reference visits to companies that already use the package. Having taken into consideration all the experiences of other users and our personal impressions, we chose Intentia in the end."

## The Implementation

Jooren is enthusiastic about the implementation plan. "We were able to finish the entire project within one year and we were live on the set date. We set up a special project organization in which both staff members from Bison and Intentia were represented. For each function in the project group, we appointed one person from Intentia and one person from Bison. We also involved 25 key users from our organization in this project. This involvement of staff members provided us with direct support for the new package."

Bison has implemented Intentia Application Suite at its central office and at a sales outlet. In addition, a rollout will take place in another product location and in two sales and distribution locations abroad. In the future, Bison will probably start utilizing the CRM application together with Internet-based applications.

After one year implementation Bison went live with Intentia Application Suite in 2005. The software runs on IBM iSeries. Within Bison, approximately one hundred staff members are currently working with the system. The most important processes where Bison has carried out improvements are demand and supply planning, internal discounting and pricing structure, product data management and financial management.

## About Bison International

Bison is part of the Bolton Group and is active within various consumer markets. Ever since 1938, Bison has been working on solutions in the areas of glue and sealants. Its current range of products consists of more than 2,000 products that include anti-humidity and soldering products and lubricants. This gives Bison a market leader position within the Benelux. Bison also delivers to building contractors, do-it-yourself companies and fitters under the brand names Griffon and Bison Prof. The international sale of Bison products is organized through own sales outlets, business agents and local partners.



# MRO Europe, October 19-20, Berlin

MRO Europe is the largest and most important event for the European aircraft maintenance, repair and overhaul industry. This year there were more than 160 exhibitors and more than 2000 top executives and managers from all sectors of Europe's aviation industry took the opportunity to meet the MRO industry.

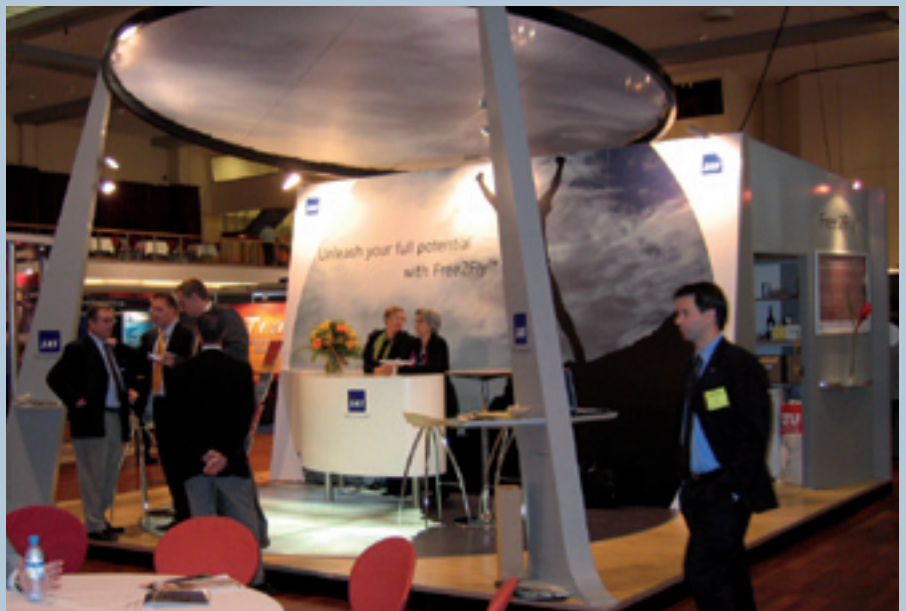
MRO is a global and very distinct industry. Europe accounts for almost one-third of the \$36 billion global commercial and regional/business jet MRO market. Three key trends emerged in 2004 and continue to shape the European MRO market:

- increased outsourcing of MRO activities
- the steadily growing use of parts manufacturer approval (PMA) parts
- continued consolidation.

Intenia Application Suite supports these key trends very well. We were present with a booth and showed a video with our customer SAS Component, very well appreciated by the visitors. Simultaneously our new press release of the EUR 4 million deal with SAS Technical Services was sent out over the whole region.

Among the exhibitors there were Intenia customers as well, like: TAT, SAS Component, SAS Technical Services, Saab Aviocomp and Messier Services.

Next year's MRO Europe will be in Amsterdam.



*SAS Component stand*

# Czech Spectacles Maker Sharpens Business Vision

Okula Nýrsko, the Czech manufacturer of spectacle rims and other plastic products, was looking for a modern ERP system to give it better visibility over its operations and production processes.

After conducting a feasibility study, the Intenia solution was selected and, says the company's IT Manager Petr Jankovský, the results so far show that the correct choice was made.

He comments: "The challenge was to replace several isolated and outdated legacy systems with a modern software solution. We were looking for a system that was future-proof and would continue to fulfill the increasingly demanding wishes of our customers."

Good references from satisfied Intenia customers in the Czech Republic and the rest of Europe proved vital in securing the deal.

A major benefit was the unification of data into a single database and the standardization of information output. "Thanks to the Intenia Application Suite we now have prompt access to accurate information, which is necessary for making the right decisions," says Mr Jankovský.

And he continues: "We have obtained visibility over the structure of the business and gained an overview of the turnover ratio of stocks—both for materials and finished products. Important information on individual commercial cases and their profit ratios, numerous commercial and purchasing statistics, information on the

loading of individual pieces of machinery is now available to us."

The perfect mapping of material flows with the structure and turnover ratio of stocks proved to be fundamental says Mr Jankovsk\_. "Thanks to the Intenia solution we have managed to reduce the level of stocks and improve materials planning with, for example, just-in-time purchasing."

The implementation has gone so well that Okula Nýrsko now plans to implement a higher version of the Intenia Application Suite, which includes COGNOS and the APP planning tool.





# e-Sales in Safe Hands

## Online Sales Double in One Month with Intentia's Solution

The Web shop of Sweden's leading supplier of personal protection and workwear is in safe hands with Intentia's e-sales solution. By automating the product catalog and simplifying ordering via the Internet, sales more than doubled in just one month, and increased by a further 45 percent the following month.

"It's fantastic that our Internet investment is paying off so well," says Hans Janzon, CEO of Berendsen Safety, the Swedish market leader in the supply of personal protective equipment and workwear.

By automating the product catalog and simplifying ordering via the Internet, sales more than doubled in just one month, and increased by a further 45 percent the following month.

Berendsen was already using Intentia Application Suite to manage all of its business information. During 2004, it became clear that there was a need for an effective aid to manage the publishing of information in different media, such as product catalogs and the Web shop.

### Deciding Factor

Berendsen chose Intentia's Catalog Manager and e-Sales applications, both of which are integrated with Intentia Application Suite. The integration possibility was the deciding factor in the choice of these two solutions.

The implementation of Intentia e-Sales and Catalog Manager took approximately four

months. In the next step, Berendsen Safety plans to add several functions to the Web shop that will facilitate the customization of products.

### Collaborative Processes

Intentia's e-sales solution addresses the basic collaborative processes between business partners (such as online product catalogs, product searching, shopping carts, order tracking, order sharing and order approval flows), as well as the more advanced processes involved in selling, buying and service, such as available-to-promise and fashion ordering matrixes.

The solution enables Berendsen Safety to handle many complex sales channels in a cost-efficient way and also supports all the different levels of business process integration that are required between Berendsen and its customers.

Intentia Catalog Manager makes the maintenance of information related to products an everyday business activity. It integrates all data and, most important of all, information is created and maintained

in one place only. Any change generates updates wherever an article is present—on the Internet, in the material for new printed catalogs, and so on.

### Celebrates Centennial

Berendsen Safety is based in Hisings Backa, Sweden and employs some 150 people. It has its own production of workwear marketed under the Björnkläder brand, which celebrates its 100th anniversary this year.

More than 7,000 items are managed in the company's four sales channels: Grolls (Berendsen's nationwide chain of professional stores), printed catalogs, the company's sales force and the Web shop.

Its 11,000 customers range from individual craftsmen to construction companies employing more than 10,000 personnel. Each needs quick and easily accessible information about the company's products. This has been a problem, until now.

Berendsen Safety is owned by Danish company Sophus Berendsen A/S, a subsidiary of the London-based international service group Davis Service Group Plc, which employs some 18,000 people in 11 countries.

## Further Information

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