



## MAAS Profile

### Diversity as the Key to Success

#### Metal processing

**Name:**

MAAS Profile GmbH

**Website:**

[www.maasprofile.de](http://www.maasprofile.de)

**Products:**

Metal profiles for roofs, façades, and ceilings

**Site:**

Ilshofen, Germany

**Employees:**

approx. 300

**Revenue:**

approx. €50m (2014)

**Why proALPHA?**

- Maps a wide range of variants for clearly defined products and processes
- Combines several product configurators to handle small lot sizes
- Eliminates media disruptions and integrates mobile data collection
- Reliable provider of a comprehensive cutting-edge ERP solution

**Benefits**

- Customer-specific work orders are mapped in make-to-order production
- 18 product configurators are applied to various product groups and significantly reduce manual work
- Automation avoids errors
- Transparent planning and effortless management of a large number of units
- Delivery reliability of almost 100 percent since processes are geared towards end dates

MAAS Profile has been producing and selling high-quality metal profiles for roofs, façades and ceilings since 1948. The company has specialized in fulfilling small orders placed by individual handicraft enterprises. Its sister company, BEMO SYSTEMS, implements projects with extraordinary designs all over the world, such as world championship stadiums and hotels. By offering a great variety of materials, sizes, forms and colors (the portfolio includes more than 40,000 variants), the company literally spoils the customers for choice. MAAS Profile also manufactures customized products such as special punching parts and accessories like fasteners, lighting, and edge parts. Its product range encompasses 18 product groups and millions of design variants. The company maps its multifaceted product range in 18 product configurators of the comprehensive ERP solution proALPHA.

### Full Control with Product Configurators

MAAS Profile has been increasing efficiency in the management of its wide range of variants since January 2014. The company maps all its processes in the comprehensive ERP solution proALPHA. It is supported by 18 product configurators which have been tailored to suit its needs. Hans Wiedemann, CEO of MAAS Profile, explains: "We use a configurator for each product group. The configurators provide the foundation for our business." Streamlined processes enable the company to manufacture 42,000 work

### Less Manual Work

Thanks to variant descriptions, it is possible to generate work orders directly from the configurators and to assign material and operations. Entire routings can be created without employees having to intervene. Bills of materials and production lists are created which provide clear definitions of the products. They contain the dimensions of the parts to be produced as well as the required number of units and may even define how the products are to be packed. It now takes MAAS Profile only a few seconds instead of more than an hour to schedule orders featuring short profiles which can only be manufactured on specific machines. Moreover, required materials can be automatically reserved in these bills of materials and production lists and supplied to the respective machines. Previous isolated IT solutions only allowed the company to map the form, material and color of its products. According to Mr. Wiedemann, things became difficult for all other specifications: they had to be manually passed on in the production process by means of written remarks or verbal agreements.



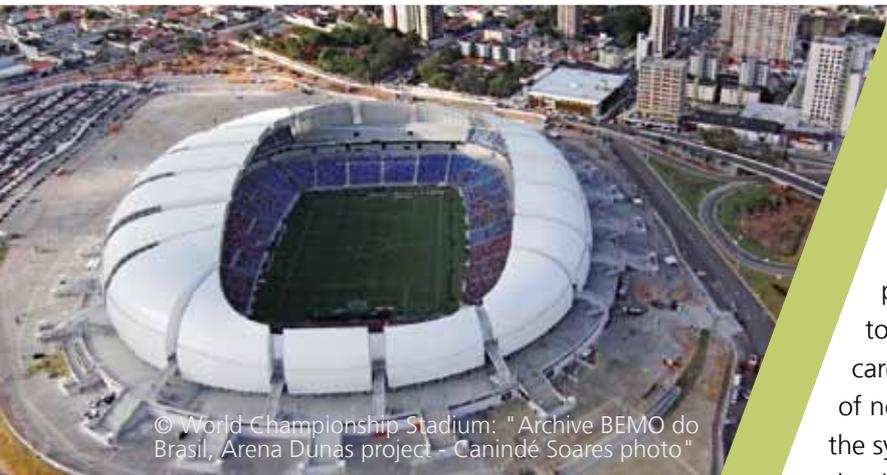
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orders with 200,000 order lines per year, delivered on time in more than 400,000 packages.

The product configurators also contribute to increasing the level of standardization. Sales employees are now even able to compile complex products when entering orders. Moreover, when an order comes in, employees can use the configurators to check whether the required material is in stock. If stocks need to be replenished, a request can be automatically reported to purchasing.

### Optimized Merchandise Management

proALPHA enabled MAAS Profile to optimize its entire production planning complete with material flows, machines, and setup times. The configurators again provide the basis here. They define the coils to be used for specific orders, for example. Coils comprise tons of aluminum, sheet metal, and stainless steel. Individual lots might differ in color and must not be mixed up in production. It is therefore important to make sure that the right coil is used. Barcode scanners support employees in choosing the appropriate coils.



© World Championship Stadium: "Archive BEMO do Brasil, Arena Dunas project - Canindé Soares photo"

### 200 Orders per Day

The configurators also define which machines are to be used to manufacture products. They check whether enough machines and material are available on a specific date. The materials are then automatically assigned to the machines on which they can be processed.

The order line itself selects the appropriate machine as well as the correct day and time and automatically creates the corresponding order. Three machines with priorities 1 to 3 are defined for each material and line as a rule. Employees in routing only make adjustments in case of changed schedules or bottlenecks. A

customized cockpit with a traffic light function notifies them when they have to intervene.

"We complete an average of 200 orders per day and rely on this warning function to maintain our throughput," says Mr. Wiedemann. 90 percent of all order lines are processed according to this rule set. Employees only actually have to take care of the remaining 10 percent. Delivery reliability of nearly 100 percent demonstrates the effectivity of the system. The decisive factor is always the end date, that is, the day the goods have to reach the customer. This date defines the day on which the goods have to be loaded and the time the truck has to leave in order to deliver the goods in time. In general, goods have to be loaded three working days after an order comes in.

### Smooth Processes, High Productivity

Only ten months after proALPHA was introduced, MAAS Profile noticed a positive impact on its business. Employees have to complete fewer manual tasks. Any adjustments that are still required have been clearly defined and can be made more quickly. As a result, MAAS Profile was able to double the output in one of its sections.

**"Our strategy is to give on-time delivery priority over productivity. Since introducing proALPHA, we have processed 42,000 orders with more than 200,000 lines per year. We at MAAS Profile are absolutely happy with our new ERP system. Our highly specific requirements were implemented at line level with proALPHA. Our configurations are an excellent example of this. They are unique in the industry."**

**Hans Wiedemann**, CEO of MAAS Profile GmbH

As of 04/2016

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