



# PUKY

## Success is the Name of the Game

### Metal processing

**Name:**

PUKY GmbH & Co. KG

**Website:**

[www.puky.net](http://www.puky.net)

**Products:**

Tricycles, balance bikes, play bicycles, unicycles, go-karts, scooters

**Site:**

Wülfrath, Germany

**Employees:**

approx. 100 and approx. 700 in external workshops (2014)

**Revenue:**

approx. €45m (2014)

**Why proALPHA?**

- Company-specific requirements are implemented in the standard version
- The software is developed on an ongoing basis
- Solutions are tailored to the needs of SMEs

**Benefits**

- External workshops are integrated in the ERP system
- Materials are delivered to various production sites just in time
- Specialized retailers can place orders via a connected web shop
- Customizations made in only four man-days
- Automatic checks of the credit limit trigger workflows
- Consistent logistics processes ensure precise costings

Established in 1949 with an annual production of about 4,000 scooters and tricycles, PUKY GmbH now delivers about 700,000 vehicles made in Germany per year. Up to now, the company has manufactured 4.8 million tricycles alone, often handed down from one generation to the next. In 2014, PUKY generated sales of 45 million euros. Its 100 employees are supported by approximately 700 disabled people working in external workshops. Thanks to the ERP solution proALPHA, the company has successfully mapped all processes – both internal and external – along the value-added chain.



### Decentralized Production: Integrating External Workshops

Innovation, high-quality products and smooth production processes are the key to international success. It is therefore crucial for companies to master logistics.

PUKY currently employs 700 people with different grades of disability in ten external workshops. They pack and mount products and also assemble entire play bicycles. Each workshop is responsible for organizing and managing its own tasks. PUKY provides the material and carries out regular audits to check vehicle quality.

This division of labor places high demands on logistics. On the one hand, material and value flows have to be controlled, but on the other hand, workshops typically do not have an IT infrastructure such as a merchandise management system.

proALPHA is the perfect solution to fulfill all PUKY's requirements. The software integrates production at PUKY's headquarters and external workshops and maps the company's sophisticated logistics processes in a single system.

### Reporting Data with proALPHA e-Business (b2b)

PUKY's supply of material and the annual capacity of its external workshops are planned in proALPHA. The software maps the workshops as individual MRP areas and their processes as plant orders in order to allow continuous planning. The workshops report order data on an internet portal provided by the b2b module. Employees can check the orders assigned to them there. When the workshops report orders as completed, they automatically receive credits in proALPHA.

A single IT system links all workshops and allows the status of all orders to be traced at any time.

### Efficient Planning of Storage Capacity

Since the workshops do not have much storage capacity, PUKY stores all materials temporarily in its high-bay warehouse and delivers them on demand. A similar principle applies to the consignment areas.

The material remains the property of PUKY and does not have to be posted to other accounts when it is transported. Raw materials, accessories and semi-finished products are kept in a warehouse management system, which transfers all data to proALPHA. The software handles all document flows and inventory management. Each fork lift truck and pallet truck at PUKY's plant is equipped with scanners which read the barcodes of storage locations and carriers and transmit this information wirelessly to the warehouse management system. When stock is received or issued, the corresponding postings are automatically triggered. "Thanks to proALPHA, costing is always correct," says Jan Julius, head of sales at PUKY.



### Everything in the Standard Version

"Several customizations were required to map our special production processes in the ERP system," says Jan Julius. "When we introduced proALPHA 5.1 in 2008, we eliminated most of these modifications by mapping them in functions of the standard version. It only took four man-days to migrate our highly automated processes."

This facilitates maintenance work, the installation of add-ons, and the use of integrated functions. proALPHA has lived up to PUKY's expectations since the company chose the system ten years ago: PUKY was looking for a software provider that developed its software on an ongoing basis and knew exactly what small and mid-sized enterprises need.

### Managing a Wide Range of Products

More than 100 products with different variants and seasonal business require high flexibility in production. PUKY's logistics processes are challenging, too: the finished goods warehouse is located at the freight forwarder's. It is mapped as an MRP area in proALPHA and managed as an internal department. PUKY reconciles the stock at the freight forwarder's with existing orders several times a day to ensure that all goods can be delivered on short notice.

### Transparent Merchandise Management

Customers place orders with PUKY by phone, e-mail or fax. The web shop connected with proALPHA has become very popular recently, too. Specialized bicycle retailers can access the merchandise management system via an interface in the web shop, which transfers data to proALPHA. 4,000 active accounts are efficiently processed, among them major customers, distributors, and many retailers.

Orders released for shipment are transferred via RDT to a logistics service provider, who takes care of staging and shipping the goods. After the goods have been loaded, a report is transmitted to proALPHA, which triggers the creation of an invoice. This invoice is sent directly to the customer, even if the order has been placed by a purchasing association.



### Multi-Tier Credit Limit Checks

PUKY has the credit limit of its customers checked automatically by proALPHA to avoid unsettled bills. Any time an order comes in, its volume is compared to the customer's credit limit. proALPHA draws on the data of the integrated financial accounting module for this purpose. If a credit limit is exceeded or if there are inquiries, a workflow to accounting is triggered, where specialists can take care of the respective task.

### Increased Efficiency in Production

The efficiency of PUKY's production largely depends on the reliability of its sophisticated internal and external logistics processes. Although numerous special external service providers had to be connected, it was possible to automate most processes in material logistics, value flows and accounting functions with proALPHA.



"Thanks to proALPHA, costing is always correct."

Jan Julius, head of sales at PUKY

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