

# BBR Verkehrstechnik GmbH

## On the Right Track

Electronics & High Tech

### Name:

BBR Verkehrstechnik GmbH

### Website:

[www.bbr-vt.de/en](http://www.bbr-vt.de/en)

### Products:

Point control systems, signaling systems, train control systems, electronic interlockings, operations control systems, dynamic passenger information systems

### Site:

Braunschweig, Germany

### Employees:

approx. 200

### Revenue:

n.n.

### Highlights

- Processing of customer-specific projects with small lot sizes
- Electronics manufacturing with state-of-the-art placement machines, lines and workstations are connected to the ERP system
- Transparency due to continuous mapping of all project processes
- Full product documentation in product files featuring serial numbers and change histories
- Automation of processes with global WorkflowManagement
- Detailed production planning with proALPHA APS (Advanced Planning and Scheduling)
- Significant time savings thanks to company-wide access to all documents in the DMS



BBR Verkehrstechnik GmbH and its 200 highly qualified employees manufacture innovative electronic systems and components for railway engineering. The company's portfolio ranges from point control and signaling systems to sophisticated train control with electronic interlockings and operations control systems. Supported by proALPHA, BBR efficiently handles small lot sizes while achieving a high degree of vertical integration and effortlessly tailoring its products to special customer needs.

The state-of-the-art JadeWeserPort in Wilhelmshaven and the railway Bayerische Zugspitzbahn have been equipped with cutting-edge signaling and safety technology made by BBR. Electronic components ensure safe operation of point control, constant railway monitoring, accident prevention, and reliable passenger information. Signaling systems have to comply with strict safety regulations.

BBR has provided customers around the globe with highly specialized applications and products since 1990. Achieving a high degree of vertical integration, the company faces the challenge of handling projects with small lot sizes as efficiently as possible.

BBR has experienced continuous growth since its foundation 25 years ago. Development, production and test facilities have also been extended on a regular basis.

### Demanding Requirements

BBR manufactures complex products in small lot sizes, has to meet the specific customer demands and experiences continuous growth. The company therefore heavily depends on ERP-based processes and a reliable control system. proALPHA supports BBR in mapping, controlling and monitoring all of its business processes in order to enable it to stay on top of costs and schedules.

„Our relatively young company is successful because we are a mid-sized enterprise ourselves. Unlike numerous big groups, we are close to our customers

and know exactly what they need,“ says Frank-Michael Rösch, managing partner at BBR. „Instead of offering overloaded standard solutions, we focus on customizations and provide tailored, easy-to-operate systems complying with strict safety regulations.“ Nevertheless, the company also aims to gradually standardize its products and develop certified solutions. „All our processes are subject to the approval procedure applicable to our industry. It stipulates strict workflows in development and production as well as validation at intermediate stages,“ says Thomas Hoppe, head of production. „Everything had to be mapped in proALPHA.“

### Meeting Company-Specific Demands with the Standard Version

Due to its very special procedures for processing orders, BBR had specific demands of the ERP system: open purchase orders in projects were to be managed as obligations and several storage areas had to be valued.

Thanks to its high flexibility, proALPHA was able to fulfill these requirements and increase transparency in BBR's projects.

### Step-by-Step Implementation

Most mid-sized enterprises prefer to implement an ERP system with all the required modules and functions in one go. BBR, by contrast, wanted to implement individual functions in proALPHA step by step. The modular software architecture allows any combination of functions and the connection of external systems.

Until 2011, BBR continued to use many different IT systems even though individual proALPHA modules had already been integrated.

While financial accounting and the creation of documents were mapped in proALPHA, certain divisions such as production planning and project management still used separate systems. „This concept does not meet our demands in terms of transparency and consistency, of course. Moreover, the costs of system maintenance are relatively



high. Since we are still growing, requirements in terms of functionality and project control are increasing considerably. Consequently, we are relocating further functions to proALPHA," explains Volker Lenkeit, ERP administrator at BBR. Maximum efficiency can only be achieved if all processes are mapped in one system.

### Powerful Production Planning and Control

proALPHA Advanced Planning and Scheduling (APS) was introduced for production planning in next to no time in the course of 2012. Today, BBR plans all of its projects using proALPHA. APS allows the company to schedule various resources in detail. Electronics manufacturing with state-of-the-art placement machines, lines and workstations are connected to the ERP system. proALPHA provides machinists with routings and bills of materials. proALPHA product files featuring serial numbers and change histories ensure full documentation.

Since BBR's highly specialized products require copious documentation, proALPHA helps the company reduce administrative work and increase validity.

### Central Document Management and Efficient Processes

BBR manages all internal documents using proALPHA's integrated Document Management System (DMS). The documents are stored at a central location and can be accessed by authorized employees, which saves valuable time. The integration of the DMS enables employees to manage and store relevant data using their connected workstations. They do not have to exit the system.

With all workflows of financial accounting, document creation and shipping mapped in one system, transparency is increased and processes are streamlined. The integrated WorkflowManagement automates processes and adds to their efficiency.



### All KPIs at a Glance

BBR's controlling department previously used Excel for a range of different purposes. At the end of 2012, the project forecast was implemented with proALPHA. According to Volker Lenkeit, the proALPHA Analyzer, a BI tool for versatile data analysis, opens up new opportunities to increase the transparency of BBR's complex business processes and identify potential for optimization more quickly.

### Conclusion: Step-by-Step Implementation to Increase Acceptance by Employees

BBR will migrate other external applications to proALPHA and extend its integrated environment as time goes on. This is the smart way to accelerate processes in long-term projects and make all costs transparent.

Business director Michael Möller hopes to achieve widespread acceptance among employees by implementing the new ERP system step by step. „proALPHA's high level of integration is a valuable asset to us.“ BBR seems to be on the right track with proALPHA

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User Report

