hawo
proALPHA: The Solution for a Retail Pro

Name:
hawo GmbH

Website:
www.hawo-farben.de

Products:
Thermal insulation composite systems, plastering, paint, coating, flooring, wall coverings, tools, machines with rental service and accessories

Locations:
Headquarters: Heppenheim, Germany; twelve stores in Rhineland-Palatinate, Hesse and Baden-Württemberg

Employees:
120

Revenue:
€24m (2015)

Focus on the module:
proALPHA Web Portal, proALPHA Materials Management

Highlights

- Fully integrated ERP solution featuring stringent process logic
- High level of automation
- Central storage of data and documents
- Optimum control of chain stores
- Field service incorporated via web portal
- Efficient storage and logistics processes incl. random warehouse management

Solutions for pros. With this slogan, wholesale trader hawo sells everything that is needed in a house or apartment and on its walls: flooring, paint, insulating material, fancy battens, accessories and a great deal more. Materials are delivered from the headquarters in Heppenheim to twelve hawo shops and other regional handicraft businesses. hawo can't and won't risk any delays since the painters, floorers, plasterers and decorators usually need the goods very quickly.

proALPHA ERP efficiently handles business with chain stores and wholesales, thereby ensuring that hawo can deliver goods on the same day even at peak times. In addition to this, employees on field service are provided with the information they need for their appointments with customers via the proALPHA Web Portal. And proALPHA Materials Management keeps tabs on every item in the random warehouse.

hawo
Lösungen für Profis

PROALPHA

Automated Processes Make Life Easier for Store Managers

hawo achieved a quantum leap with regard to store management. On sales areas measuring 600 to 1,200 square meters, the chain stores offer a core product range and products that differ depending on the region. For instance, the store in Karlsruhe needs more roof coatings, because more roof coating businesses are located there. No problem thanks to proALPHA. All sales are thoroughly documented here. If an item reaches its minimum stock level, proALPHA automatically re-orders it. The stores notify the headquarters in Heppenheim about unpredicted ad-hoc orders. Depending on when the order was placed, the headquarters deliver the goods on the same day or by the next at the latest.

hawo promises its customers that goods are delivered on the same day provided that they are ordered by 7:30 in the morning. To be able to keep this promise, hawo uses almost everything proALPHA has to offer: Sales, Purchasing, Materials Management, Financial Accounting, Random Warehousing, and Service. By means of the comprehensive ERP solution, hawo manages 8,000 listed customers, 20,000 square meters of storage area, more than 1,000 types of wallpaper and 10,000 storage locations for palettes of paint.

In a nutshell: hawo is pretty well organized. The automated business processes pay off. The revenue per employee is above average. All process of retail business and wholesale trade can be mapped in proALPHA, which was not possible with the legacy system.

With proALPHA MRP, orders can also be processed automatically over a certain period of time. An example: A large-scale project is announced by a handicraft, and it therefore needs a large amount of paint on a regular basis during the construction period. The specialist responsible enters the following order in proALPHA: in addition to the regular order for paint X, a further 50 cans are needed for the large-scale project from July through October for customer Y. These are automatically planned by the system.

"The automatic processes in proALPHA relieve our store managers of a great amount of work," Ralf Winkler, CEO at hawo GmbH, says. "They basically don't need to take care of the core product range. This is all handled by proALPHA on its own." Since this allows the store managers to process ad-hoc orders much quicker, they save a lot of time and the stores always have enough goods in stock.

Web Portal: Instant Info for the Field Service

proALPHA not only ensures the supply of goods, but also that of information. For instance, the field service is connected to proALPHA via a web portal, regardless of the end device used by the 17 employees in the field service and regardless of where they are. The web portal is fully integrated into proALPHA. This means there are no redundant data or further systems and interfaces that have to be looked after and maintained.

> "Thanks to proALPHA, we can deliver goods to our stores efficiently."
>
> **Ralf Winkler,** CEO at hawo GmbH

"Our field service is optimally connected via the web portal."

Jens Buchmann, Head of IT / CIO at hawo GmbH

The customizable web application provides employees in the field service with precisely the information they need for the upcoming appointments with customers: Current contact details, the status in the sales process and the entire customer history. While at the customer's site, the service employees can also directly access the ERP system via the web application.

This means that the employees can not only check but actually also correct the contact details. They can enter notes, change classification systems or answer questions about products, prices, stock, quotes, and pending deliveries right away. They also plan their routes in the portal, by using so-called day trip sheets, which are created as sales activities directly in proALPHA.

Organized Random Storage

hawo has well organized storage areas. Despite random warehouse management, storage is tidy. Every goods movement is documented in proALPHA. As a result, the employees can always keep tabs on the goods. Previously, an item's location was not stored in the system and staging therefore took much more time.

Today, the employees can quickly stage the goods since hawo relocates them in time. When the storage area runs out of an item, proALPHA notifies an employee so a new palette can be organized. The warehouse staff are provided with so-called relocation lists up to three times a day. In this way, hawo always ensures

that the goods to be staged are ready and available. To this end, proALPHA outputs pick lists indicating the exact location of an item in the warehouse. This saves time since the employees no longer have to search for the items.

And there is another nice side effect: Since the date, type, quantity and value of every movement are logged in proALPHA, hawo automatically conducts cycle counting and therefore does not need to do any extra stock-taking at the end of the year.

User Report

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