

Sectoral Software

Development remains transparent at all times The EU dressing plant Schröders Fleisch uses the ERP software Winweb-Food to steer business processes

The sector-specific software Winweb-Food takes into account both the specific requirements of Schröders Fleisch and the special features of an EU dressing or cutting plant. Traceability, electronic data exchange and a management information system (MIS) condense the entire company data and lead directly to transparent evaluations.

By Martin Schröders

Schröders Fleisch GmbH based in Willich, Germany, is proud of its image as a medium-sized family business. Today, with 35 full-time staff, it dresses 200t beef a week, including about 40% young bulls, 40% cows and 20% heifers. The plant achieves annual revenues of about Euro 40million and delivers around 200 to 250 different articles to the some 150 customers within a radius of approx. 100km using its own fleet of ten trucks. The customers come from the food industry, food retail trade and the surrounding butchers' shops. The company slaughters 30 to 40 animals from regional fattening farms in its own abattoir department. The main objectives of the EU dressing plant are cost-effectiveness, sound quality-based production of products and observance of all statutory requirements, as well as realising high customer satisfaction levels. In the modern plant, a transparent, integrated merchandise management system serves to link all these objectives. It is thus possible to optimise the production processes with consideration given to statutory, sector-specific and commercial aspects. At the end of 2007 there was a need for a new system to cope with the higher operational requirements and to support the company management. After a thorough testing phase, we decided on Winweb-Food from Winweb Informationstechnologie GmbH in Aldenhoven, as we were filled with enthusiasm for the user-kindly and intuitive operation of this sector-specific software. A modern merchandise management system was to be introduced that allows holistic and consistent mapping of all the company processes. Furthermore, it was important to be able to call up evaluations relevant for decision-making quickly and easily, to enhance the transparency of order processing and to optimise incoming and outgoing goods management. The implementation by Winweb-Food proceeded absolutely in accordance with plans, and so smoothly that the software could go into real running already in May 2008 - with 13 workplaces, including five touch terminals in the incoming and outgoing goods department with integrated weighing, scanning and labelling. The data in the cutting outgoing section are recorded directly by scanning the inlay labels and automatically taking over the weight at the weighing machine and are posted precisely with regard to article and batch to the store system. At the same time the data for integrated costing of the dressing are available.

Optimal purchasing handling

Procurement of all the raw and auxiliary materials required is handled quickly and reliably with the purchasing module. All the relevant article and supplier information concerning prices, quantities, qualities and terms is available at the touch of a button so that decisions can be taken effectively. Purchasing is integrated completely into all the other Winweb modules used, such as dressing, quality assurance, batch tracking, store, sales and empties management - this means integrated, fast process management and information security at all levels. The evaluation programs attached thus make Winweb-Food a genuine management system for steering the company.

Maximum safety through batch tracking

The Winweb-Food software takes into account both the specific requirements of Schröders Fleisch GmbH and the special features of an EU dressing plant. Product traceability is a key feature of the quality assurance system and is therefore integrated into all areas of the overall application. The respective user company can define the traceability concept - and what products are to be included and how - on the basis of the article, transaction and storage location. The necessary batch data are logged directly in the individual application segments in the system (e.g. purchasing, dressing, storage, sales). Winweb-Food satisfies all the statutory requirements completely - standardised and reliable data as well as efficient traceability create transparency within the company. All batch information relating to a product can be traced

back all the way through all process stages quickly and with minimal outlay. This satisfies all requirements that are made by the customers and the legislators regarding transparent traceability.

EDI allows data exchange with trading partners

The introduction of Winweb-Food saw a vast amount of paper documents being replaced by electronic documents via the EDI (electronic data interchange) application. It was crucially important for the internal company procedures to be retained unaltered. Replacing for instance paper orders with electronic orders via EDI definitely offers many advantages, such as e.g. speed, flexibility, freedom from errors and cost reduction. One of the main tasks of the EDI module in Winweb-Food was to allocate the data required by trading partners and EDI standards to the information in the existing systems. This task was carried out quickly with the help of an experienced ERP partner, so that we can now exchange data optimally with the majority of our trading partners via the EDI module.

Swift and informative evaluations

The management needs informative evaluations with information quickly to steer the company in the right direction. With the Management Information System (MIS) from Winweb-Food, our EU dressing plant has the optimal tool for condensing all corporate data and making them available on the desk directly in transparent evaluations. With the MIS, on the one hand, the necessary information covering all company areas is available for the management in summarised form. On the other hand, the management can monitor achievement of its strategies and objectives at all times in every department, steer the directives and transmit these to all staff. In the completely integrated system, corporate development remains transparent at all times so that bottlenecks can be identified at an early stage and sound decisions can be taken on the basis of well-founded information. For example at the touch of a button the current purchasing and selling prices and contribution margins (at the level of customers, customer groups, articles etc.) can be called up. This puts the decision-makers in the picture concerning the current status online at any time. The MIS can be operated intuitively and is easy to use even for staff without any well-founded IT expertise. The sectorspecific software Winweb-Food offers altogether a maximum of investment security and ability to tackle the future. A further important feature is that the IT partner Winweb speaks the same language as the meat specialists and maps the sector-specific requirements in detail.

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Martin Schröders has been managing shareholder of Schröders Fleisch GmbH in Willich since 1991. Together with his brother Michael, the cattle and meat merchant took over the parental firm 19 years ago and developed it into a successful, continuously growing EU dressing plant. Bildunterschrift: The necessary batch data are recorded directly in the system in the respective application segments.

The tracking concept makes it possible to define on the basis of article, transaction and storage location.