



CASE STUDY

VALUE OPPORTUNITIES

- IMPROVE CUSTOMER SERVICE
- CREATE LOYALTY IN THE SALES NETWORK
- INCREASE COLLABORATION AND COOPERATION WITH SUPPLIERS
- OPTIMIZE CRITICAL INTERNAL PRODUCTION PROCESSES
- IMPROVE RESPONSIVENESS OF PRODUCTION TO PLANNING CHANGES

TXT E-SOLUTIONS RESPONSE

- DEMAND PLANNING
- PRODUCTION AND PROCUREMENT PLANNING
- OPERATIONS PLANNING AND SCHEDULING
- WEB SUPPLIER MANAGEMENT
- PRODUCT, PROCESS, PRICE CONFIGURATION WITH PROJET 2000 3D DESIGN MODULE

RESULTS

- REDUCED PRODUCTION LEAD TIME
- SHORTENED ORDER CYCLE
- OPTIMIZED USE OF CRITICAL PRODUCTION RESOURCES SUCH AS PAINTING CELLS AND FINISHING AREAS
- OPTIMIZED USE OF EXTERNAL RESOURCES WITH IMPROVED SYNCHRONIZATION
- INTERNET PORTAL ESTABLISHED FOR MANAGEMENT OF SUPPLIER AND RESELLER RELATIONS
- 3D CONFIGURATION SYSTEM MADE AVAILABLE TO RESELLERS: HIGHER SPEED IN THE DESIGN PROCESS, ACCURATE ORDER DATING, ELIMINATION OF ERRORS, BETTER CUSTOMER SATISFACTION

Snaidero

SNAIDERO IMPROVES PRODUCTION PROCESSES AND CUSTOMER SERVICE

COMPANY PROFILE

"Produce exclusively kitchens, with respect for the environment and using only the best materials. Design them to withstand the test of time and improve quality of life." For more than 50 years, that has been Snaidero's mission. From its handcrafting origins it has grown to be the number one producer of modular kitchens in Europe. Its market presence features the Snaidero brand, plus Rational in Germany, Arthur Bonnet in France and Regina in Austria, for a turnover of over €300M in 2000 - 35% in Germany, 20% in France and 20% in Italy.

Production is carried out in 10 factories around the world, employing more than 2,100 people.

SUPPLY CHAIN CONTEXT

Snaidero makes over 200 models of kitchens, with more than 800 variations. Customized or made-to-measure elements are produced for most customers, as well.

The company operates across a network of 3,500 distributors in 50 countries.

THE CHALLENGE OF SNAIDERO

Distribution and sales network, internal production, supplier management: the group decided to undertake a broad-based initiative to improve processes in these areas. It rests on an ambitious plan to realize a true company portal in support of B2B relations with suppliers and resellers.

- *The sales network represents an important heritage of experience and technical ability vis-à-vis customers, so the plan was to create incentives for their loyalty while improving customer service. The portal aims to provide resellers with information and specific services, including an integrated tool for designing, preparing estimates and placing orders in connection with the Company via the web;*
- *Regarding production processes, the goal was to optimize the activities of certain critical departments by improving their responsiveness to unforeseen events and sudden changes in planning;*
- *Collaboration with suppliers and their tight integration into the production*

"For quite a long time now, we have developed all activities with suppliers, consultants and resellers on the basis of a true partnership. With TXT, this is already true and results could only be excellent."

Edi Snaidero, CEO - Snaidero

process is a key point. This consideration led to a solution that integrates the supplier network more tightly, allowing better synchronization with the production plan.

WHY TXT?

The availability of TXT's Demand & Supply Chain solutions, specialized in the furniture industry, was an important factor for Snaidero in choosing TXT, but not the only one. Equally crucial were TXT's technical competence and commitment to shouldering the client's problems, along with the ability to propose paths toward the stated goals. All this led to a consolidated partnership.

THE SOLUTION

The solution adopted consists in the use of TXT solutions for Demand & Supply Chain Management to establish an

integrated supply chain covering the following activities:

- Demand definition;
- Production planning;
- Management of critical production departments;
- Collaborative procurement planning with key suppliers, with synchronization and progress control;
- Sales network management: order collection, tracking and confirmation, information for agents and resellers.

Using TXT solutions, production planning, scheduling and progress control functions were set up for the departments performing furniture door cutting, painting, finishing and loading for shipping. The relationships with suppliers are managed by a web portal, designed as an integration element for the company e-business processes and

relationships. The portal includes a system based on TXT's solution for Web Supplier Management that allows real-time posting of scheduled deliveries as derived from the production plan, and provides indications on any gaps in supplier readiness.

The portal also provides services – informative and operative – to resellers. These include a tool for configuring designs, placing and tracking orders, making rapid substitutions or changes and printing technical and photographic catalogs. In particular, functionalities based on TXT's Product, Process & Price Configuration solution and on the additional module Proje2000 facilitates the composition of kitchens for final consumers in 3D graphics, approved design gets automatically transformed into production orders for Snaidero.