

Redwood Business Solutions

Making complex processes easy to manage.

At A Glance

Industry

- Consumer Products

Environment

- UNIX
- Microsoft Windows 2000
- SAP® R/3® and SAP NetWeaver® BI
- Report2Web

Key Challenges

- Time sensitive batch processes
- Warehouse product turnaround for replenishment
- Paper intensive, data distribution and access

The Solution

- Cronacle for SAP solutions and Report2Web: contextual and parallel processing
- Optimized and secure report distribution
- Integrating orchestration with output management
- Load balancing

Key Benefits

- Management receiving accurate report data on time
- Flexibility of decision making
- Reliable warehouse turnaround of product
- Next day accurate replenishment
- Enterprise process consolidation



WMF achieves an integrated platform for process automation and output management

WMF has integrated document management with background process optimization technology in order to improve order-to-cash processes and better streamline reporting for business users across the enterprise.



One of the world's leading manufacturers and retailers of design-driven table and kitchenware products, WMF (Württembergische Metallwaren Fabrik AG) has evolved, since its founding in 1853, into an ultra-modern company priding itself on the design, quality and functionality of its products. With revenues in excess of €560 million and with over 5,000 employees worldwide, WMF has become a sizeable global entity.

Optimizing Order-to-Cash in the Retail Sector

Based near Stuttgart in Germany, WMF maintains a large network of retail outlets as well as a sophisticated online web store. In developing a number of complementary brands to support (WMF) business goals, the company delivers a remarkable variance of high-quality products. As the retail sector dictates it is often time-to-market coupled with a high quality designed product portfolio that separates those leading from those following. As such, WMF's order-to-cash processes have been optimized through the effective deployment of Redwood's Cronacle for SAP

solutions and Report2Web technologies. Together they provide an environment where management can easily and securely access the latest financial data, where scheduled batch processing windows are greatly reduced and where the inherent future-proof capabilities of the technology allow for long-term strategic IT decisions to be made.

"Cronacle for SAP solutions is the centerpiece that integrates processes across a number of disparate systems including Windows, UNIX, SAP R/3, SAP NetWeaver BI and Report2Web. By effectively managing process dependencies between these systems we can provide the warehouse management system the correct information, and more importantly, the necessary amount of time for preparing next day shipping."

Helga Freund
Head of IT-Infrastructure, WMF



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After the successful deployment of Report2Web, and in order to move away from the limitations of the previous mainframe scheduler, WMF looked towards Cronacle for SAP solutions to deliver an event-driven approach towards process automation. The previous tool could not execute processes in parallel and relied on time-based scheduling. It also required "blackout" periods to calculate future schedules at which time no jobs could run. Furthermore, it could not schedule processes in a UNIX environment and was unfortunately deployed through a non-transparent, complex licensing model. Other scheduling tools were also looked at but did not provide the correct output management integration required, therefore leaving Cronacle for SAP solutions as the obvious and only choice.

Integrating Across Disparate Systems

Since then Cronacle for SAP solutions and Report2Web have worked together to automate batch, and ad hoc (order) processes with all subsidiary companies, as well as manage, publish and distribute product sheets, reports, financial data and other business critical e-docs. Mrs Helga Freund, Head of IT-Infrastructure at WMF affirms, "Cronacle for SAP solutions is the centerpiece that integrates processes across a number of disparate systems including Windows, UNIX, SAP R/3, SAP NetWeaver BI and Report2Web. It is essential that our daily batch-jobs finish on time. By effectively managing process dependencies between these systems we can provide the warehouse management system the correct information, and more importantly, the necessary amount of time for preparing next day shipping."

Maintaining SAP System Services

Enabled through Cronacle for SAP solutions queue limits, the SAP R/3 daily batch workload can be given priority as end-user requests are restricted or "throttled down". Throttling and reassigning work to other SAP R/3 systems balances load by spreading it over other less used resources. This ensures that enough hardware capacity remains available for those mission-critical processes that drive the business.

Redwood Technologies Collaborate for Optimization

With the correct transactional data in place WMF can be confident that Report2Web publishes and distributes only the most relevant and up-to-date information. WMF currently has over 200 Report2Web users and there are further plans to extend this environment to the wider store network. Service availability, production statistics, system performance, inventory and sales data are all published and distributed to the right people at the right time – as and when reports are generated. In fact much of the report production is also initiated by Cronacle for SAP solutions "file events". This again optimizes data distribution as the same event that triggers sales and inventory data processing, can also initiate processes for report conversion to pdf, publication to the Report2Web repository, and distribution through email alert notification. "In essence Cronacle for SAP solutions is the orchestration engine that generates an integrated process environment across all of our IT systems, while Report2Web is the interface that allows management and other users to interact with those systems at both operational and business levels." states Helga Freund.

"Traditionally a paper intensive company, WMF has calculated that before Report2Web deployment the company used, annually, in the region of 8 million pages of A4." Helga Freund, continues, "Post Report2Web



implementation that number fell and is now estimated at 6 million. The company is confident that it will continue to save a further 2 million units per year as the Report2Web deployment extends throughout the store network."

Consolidating System Management

Other savings are derived from business consolidation of the extended process environment, where all remote scheduling on WMF subsidiary companies' systems is orchestrated and managed via the Stuttgart Headquarters. This coupled with Cronacle for SAP solutions' platform independent capabilities provides a mechanism for managing complex process chains that could not otherwise be executed by the native SAP Computing Centre Management System (CCMS). This integrated approach towards mother and daughter company process relationships assures that day-to-day business objectives are aligned. Additionally, as WMF plans to further replace its windows server farm with a more manageable UNIX environment (dedicated purely to system jobs), the company can again be confident in Cronacle for SAP solutions' flexibility in the light of ongoing IT decision making.



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