

Fressnapf Tiernahrung - Case Study

looksoftware™

Critical issue

- ▶ Cumbersome user interface
- ▶ Increasing data entry errors
- ▶ Contributing to inefficient warehouse operations

Solution

- ▶ Smart client customized user interface
- ▶ New fully integrated features
- ▶ No need for hardware or software upgrades
- ▶ No changes to existing applications or underlying code

Results

- ▶ Consistent, intuitive user interface
- ▶ Reduced support time
- ▶ Reduced operator errors
- ▶ Easy integration with ERP application
- ▶ Significantly improved warehouse processing application

Smart client and touch screens reduce Fressnapf's Warehousing costs.

Background

Fressnapf Tiernahrung GmbH is a major trade discounter and specialized franchise providing foodstuffs for pets, indeed they are the biggest specialized trade chain in Europe. The name Fressnapf literally means 'Feeding Bowl'!

Fressnapf has over 3,000 employees operating from more than 650 stores throughout Europe. They recorded revenues of around €508m in 2004, making them the largest specialized pet food chain in Europe.

Torsten Toeller, the company founder and Managing Director was recognised in 2003 with the award of 'Entrepreneur of the Year' and Fressnapf Tiernahrung GmbH was awarded 'Franchise of the Year' in 2004.

Challenge

At Fressnapf's headquarters in Krefeld, Germany, productivity issues were being encountered with warehouse processing. The iSeries 5250 based ERP application supports all of Fressnapf's core business requirements, however IT Manager, Joerg Boettcher recognized the potential for productivity improvements offered by role based customization. The 5250 green screen devices and cumbersome user interface were not suited to efficient warehouse operations and repeated errors were occurring. Joerg decided to evaluate modernization alternatives that could provide:

- A modern customized, operator-friendly user interface
- Reliable support for Windows XP touch-screen devices

- The option of extending ERP functionality to optimize warehousing business processes
- Integration with other applications
- No changes to the underlying ERP application

Joerg believes the resulting business benefits include:

- Significantly reduced user error rates
- Improved cost savings through introduction of a "Pick by Screen" solution
- Reduced costs through improved training requirements

Solution

Seven modernization solutions were evaluated and Joerg decided to take a closer look at looksoftware and contacted local reseller Goering iSeries Solutions (Goering). Fressnapf chose looksoftware for the following reasons:

- A client application was capable of being produced, with no changes to the base application
- Further new features were able to be created at the client interface
- The learning curve was fast – the team found the looksoftware suite intuitive and easy to learn
- No additional components – like Java, VB etc - were required.



Fressnapf used **looksoftware's** 'Designer' to replace the 5250 green screens with GUI's designed for touch screen devices used in the warehouses



Benefits

Joerg said, "I'm comfortable the **looksoftware** 'Dynamic Environment' can support our longer term modernization and integration needs."

The Fressnapf technical team had a short introduction to the features of the **looksoftware** suite. So short that it could hardly be called a training programme! But it didn't matter because they were able to start producing the new GUI functions almost immediately. Their prior VB knowledge enabled them to be immediately productive with **looksoftware's** development modules **newlook** and **centric**.

The initial project required only 10 person days – plus the one day introduction by Goering. It should be said that Goering, with assistance from **looksoftware's** support team, provided speedy and competent feedback to any questions or requirements encountered by the team.

The outcome has been a significantly improved warehouse processing application. It has enabled better planning of routes through preview capabilities, the user interface is now self-explanatory and the interface has a consistent look and feel throughout the application. Users really appreciate the intuitive, easy-to-understand style of the interface.

The IT team has also experienced significant reductions in support time because the application can be amended 'on-the-fly' without having to touch the underlying code, thereby eliminating the need for time-consuming and risky changes to the ERP application.

From a business perspective, the main benefits achieved will be derived from the significant improvements in warehouse processing. These improvements will enable Fressnapf to continue its current growth without increasing personnel.

Their ability to speedily respond to new application requirements with a consistent, intuitive and easily implemented framework from **looksoftware**, means that integration with the ERP application can also be achieved effectively.

"I'm comfortable the looksoftware 'Dynamic Environment' can support our longer term modernization and integration needs."

Joerg Boettcher, Organization and Process Management.

Contact us to arrange a live webcast and see the difference a dynamic architecture can make to your productivity.

