

HEMA Maschinen- und Apparateschutz GmbH

Increasing data quality, transparency and efficiency with Experlogix and Microsoft strategy



HEMA Maschinen- und Apparateschutz GmbH is a family owned and run company with a total of 500 employees worldwide and a year to year turnover of 40 million Euros. Founded in 1977, HEMA manufactures on 3 continents and sells to a truly global customer base. Product lines include manufacturing bellows, clamping systems and glass safety windows.

Country:
Germany

Industry:
Discrete Manufacturing

Produkte:
Experlogix CPQ
Microsoft Dynamics CRM
Microsoft SharePoint
SQL Server
Microsoft Office

The German machine and equipment protection manufacturer HEMA was looking to modernize its IT landscape and digitize the company. Particular requirements for a new CRM were to incorporate a configuration environment that would provide seamless integration with other software tools. With Microsoft Dynamics CRM and the configurator of Experlogix, HEMA has managed to significantly improve data quality, transparency and efficiency, while the error rate is now in the range of about one-tenth of a percent.

Introducing Dynamics CRM and Experlogix helped us in many aspects. We were able to boost our efficiency and productivity. Processing times are shorter and external presentation is more professional.

Thomas Gabriel
Director Business
Development
HEMA

HEMA is one of the many hidden champions in the German business world, where small and medium size niche market vendors often are at the forefront of innovation and quality. The company from Seligenstadt in Central Germany has been manufacturing bellows and clamping systems since 1977. More recently, glass systems have become another main pillar of the business. The three product groups generate €40M in revenue for HEMA with major markets being Germany, Japan, China, and India.

A hidden champion and market leader

"There are few bellows manufacturers worldwide that can offer the same product variety," says Thomas Gabriel, Director Business Development at HEMA. The company's target group are manufacturers of machine tools and production machines. "We need a configurator to manufacture these products," explains Gabriel. "Up to the introduction of the CRM, we used an Excel table for the product configuration, which had become unwieldy." The size of the product configuration table was the cause of serious headaches for HEMA. Few employees in the company could adjust it if necessary.

Customer Success Story: Microsoft Dynamics CRM

Decision for the Microsoft strategy

When the decision was made to renew the IT infrastructure, it was clear that a new and advanced system had to be found. The decision for Microsoft Dynamics CRM was obvious. "Our IT department is relatively small and we chose the Microsoft strategy," says Gabriel. In addition to Dynamics CRM, HEMA also uses SharePoint, Office, Exchange, Windows, and SQL Server. "The components work together very well and increase efficiency in our IT department as they do not have to worry about a slew of completely different systems."

The problem of the Excel table was not resolved yet. "Dynamics CRM is great, but we needed a configurator," says Gabriel. HEMA chose the American IT company Experlogix as the service provider for implementation. Initial concerns regarding language barriers and differences in time zones were resolved quickly. "Of course, Experlogix could not fully align to our Central European Time schedule," says Gabriel. "But they were highly flexible and scheduled lots of what was early morning calls for them" For the training, an employee of Experlogix flew into Germany. The entire project was organized in a professional manner.

A project on time and on budget

"We thought that the Excel file would be the biggest challenge," says Gabriel. "It turned out to be the easiest part." HEMA provided Experlogix with the data and the IT company converted it into the configurator. "Both partners have always operated within the proposed schedule and budget," says Gabriel. "It was a very pleasant project, because it did not have all the great hurdles and problems that we are familiar with from other vendors."

Not only is HEMA looking back at a successful project, but also has achieved several major steps towards digitalization and industry 4.0. Prior to the introduction of CRM, bidding was a complex process with many stakeholders, and error-prone. If a customer requested information on the status of an offer, the right contact person had to be found in the company. The Excel configurator was a separate tool.

Working with workflows improves productivity

The new Experlogix configurator interacts seamlessly with the CRM and transfers the necessary data into the CRM. Offers can be worked on by a team, without the need for a single point of contact, and processes overall are optimized significantly. "We utilize lots of workflows," says Gabriel. With the introduction of the new systems, all processes were completely reviewed, questioned and streamlined. "We were able to improve the way we work significantly."

Industry 4.0 implies a certain degree of automation. "Thanks to the fact that the different systems are interlocking," says Gabriel, "we have professionalized our processes." With the introduction of the CRM, a product registration is now taking place, which creates added value for the products through the IT. If, for example, a customer calls for a product installed in a specific machine or sends a defective product, the CRM can promptly provide information about the product and provide guidance regarding repair or replacement.

Data quality, efficiency and transparency

"We were able to reduce the error rate to the per-thousand range," says Gabriel. Processing times are shorter, the external presentation is more professional. At the same time, data quality and transparency have increased significantly. This has a positive impact on sales, as the employees now have a much better overview of what happens at the customer and what service cases are open. Via the configurator, even tailored offers can be created on the spot, which was not possible with the Excel sheet.

The system is stable and is very well received by the employees. "Because we are in a conservative sector, we are always cautious and try to include the employees in the processes so not to frustrate them," says Gabriel. "The Microsoft strategy also helps us manage recurring issues in similar product lines." Another boon to efficiency.

For more information, please visit: www.experlogix.com

**Microsoft Deutschland GmbH**

Walter-Gropius-Str. 5
80807 München
Telefon: +49-89-3176-0
Email: info@microsoft.de
www.microsoft.de

Microsoft ist der weltweit führende Hersteller von Standardsoftware, Services und Lösungen, die Menschen und Unternehmen aller Branchen und Größen helfen, ihr Potenzial voll zu entfalten. Sicherheit und Zuverlässigkeit, Innovation und Integration sowie Offenheit und Interoperabilität stehen bei der Entwicklung der Microsoft-Produkte im Mittelpunkt.

**Experlogix**

10813 South River Front Pkwy, Suite 275
Salt Lake City, UT 84095
Phone: 1-805-504-9729
Email: info@experlogix.com
www.experlogix.com

Experlogix is a premier provider of CPQ (Configure, Price, Quote) technology, specializing in fully integrated quote and order automation solutions for Microsoft Dynamics and NetSuite CRM and ERP systems. Experlogix delivers the scalability and flexibility needed to handle virtually any CPQ requirement at a low total cost of ownership. Founded in 1997, Experlogix partners with hundreds of VARs across North and South America, EMEA and Asia Pacific.