

Haribo

Case Study



How Sweet It Is: Paperless Workflows Worldwide

Tedious business processes that rely on bulky files and binders are a thing of the past at HARIBO. This long-established company located in Bonn, Germany, depends on DocuWare for super-fast document retrieval. By turning to this Integrated Document Management Solution, the company was able to streamline its processes and to improve its customer service worldwide.

With a broad and colorful spectrum of products, HARIBO is the leading manufacturer worldwide of fruit gummi, licorice and marshmallow candies. The company was founded in 1920 in Bonn, Germany and today has over 6,000 employees around the globe. They have five production sites in Germany, 11 other production facilities across Europe and a sales office in the US. Through a network of subsidiaries and other cooperation/sales partners, HARIBO exports its products to more than one hundred countries.

Ongoing innovation has been the key for this tradition-rich, family-owned business. Aside from the candies they produce themselves, their product spectrum includes brands from MAOAM, Baeren Schmidt and HARIBO Chamallows. But their well-known gummi bear remains the favorite: HARIBO Gold Bears celebrated their 85th birthday in 2007! Generations have grown up with Gold Bears and every day over 100 million Gold Bears are shipped from their production facilities.

HARIBO GmbH & Co. KG

Industry:

Manufacturing

Location:

Bonn, Germany

Field of Application:

Company-wide

Type of Documents:

Correspondence, customer information, invoices, delivery slips, receipts, purchasing and logistics forms, order confirmations, payroll records

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Requirements and Organizational Framework

To retain this kind of market position, it's critical that all of their business operations run as efficiently as possible – making the use of a modern Integrated Document Management System (IDMS) is important for HARIBO. They opted for DocuWare in 2006 based on two important aspects; first was the system's simple AS/400 integration. The second aspect was the excellent know-how of a nearby DocuWare Partner which came in handy as they needed to replace an older, Access-based DMS and seamlessly migrate several million documents into the new DocuWare structure.

The requirements of the new solution were clear. Any kind of document flowing through their business – including correspondence, customer information, invoices, delivery slips, receipts, purchasing and logistics forms, order confirmations and payroll records – needed to be centrally captured and made available to the appropriate authorized employees in every department with a click of a mouse. They also wanted to enhance and standardize their existing workflows. Other goals included: worldwide use; employees, regardless of department or location, with just the click of a mouse; automatic capture of COLD data; and reduction/elimination of manual indexing. Last, but not least, HARIBO wanted to make sure that all archived documents from their ERP solution would be directly accessible within the system to improve employee and customer satisfaction.

The Task

- Platform for worldwide software integration
- Central document pool
- Integrate ERP solution
- Optimize business processes



Solution

HARIBO uses an IBM i5 (AS/400) with ERP software as their central computer. DocuWare is installed on a Windows 2003 server running Microsoft SQL Server 2005. The Windows workstations use emulation software Client Access to tap into the IBM computer. Alternatively employees at the candy specialist may also access the central document pool via the Web Client. All departments were systematically converted to the new DMS. At the same time, everything from their old archive was merged into DocuWare. The company's Logistics, Product Development, Purchasing, Sales, Quality Assurance and Accounting departments are now all actively using the company's new electronic solution. In addition, HARIBO uses the system in its Human Resources department for highly sensitive data.

Since DocuWare provides the highest security level possible, it even meets the requirements of those responsible for HARIBO's IT needs for this important area. DocuWare's integrated workflow capabilities are currently used most by the Product Development staff, since they work closely with several other departments such as Marketing, Purchasing, Production, Quality Assurance and the Lab. Their processes were significantly reduced as a result of this new approach. At their Bonn headquarters alone, HARIBO archives several thousand records every day; most of them are multi-page documents. The storage of mass data generated by their ERP solution – such as lists, shipping records and accounts receivable invoices – into the central document pool is handled fully automatically by DocuWare COLD overnight. DocuWare supports dozens of different record/form types. Paper records are captured centrally with the help of three Canon DR-3080CII high performance scanners. After receiving a barcode, the booked records are automatically archived. Employees are now able to retrieve and edit all data important for their area – they no longer have to page through binders or search through various departments for the information they need.

Implemented Modules

- Active Import
- COLD/READ
- Autoindex
- Content Folder
- Recognition
- Web Client

Benefits

Through the comprehensive use of DocuWare, HARIBO created synergies that were immediately apparent and beneficial to each department and each individual employee. Wolfgang Breuer, Project Manager at HARIBO, summarizes: "DocuWare brought significant improvements in both performance and quality to our document management approach. The advantages of having a central storage depot for related documents – no matter what type and all automatically indexed – are huge. Long searches for information are a thing of the past. Now everything can be displayed with a click of a button. Our old archiving system had simply reached its limit. Thanks to the new central document pool, all of our employees have much more time to dedicate to core tasks. For example, our customer service has been markedly improved." And so the system nicely fits into this candy specialist's general philosophy of always improving its quality.

Rainer Heisel, HARIBO's Director IT/Organization, is very satisfied with how simple it is to use the DMS: "Our employees were able to quickly work with the intuitive program interface without any need for extensive training. DocuWare is the cornerstone of our IT strategy, helping us to integrate software applications from all of our offices around the world, sink costs through global contracts, and both channel and simplify the exchange of experiences both internally and with the software provider." Because of the close integration with its existing ERP system, Mr. Heisel also believes the company's investment will be quickly amortized.

The Benefits

- Higher productivity and competitiveness
- Improved customer service
- Transparent information flow
- One global contact



Conclusion

Because of the good experience at their Bonn headquarters, other subsidiaries in England, France, Austria, Denmark, Norway, Sweden and Finland also opted for DocuWare. Belgium, the Netherlands, the US, Italy and Spain are soon to follow.

Much like HARIBO's Gold Bears, offices without piles of useless paper are also making people happier around the world!

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Rainer Heisel, Director IT/Organization, HARIBO GmbH & Co. KG, Bonn, Germany



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