Case study

EGETÜRK

Faster, Error-Free EDI via menten software

i-effect®
Integrated solutions for IBM i

The Customer

With the industry leading IBM i-effect solution from menten software, the leading European food producer Egetürk successfully automated communication across their entire customer base.

Egetürk (founded 1966) is today a leading sausage and meat producer in Germany. Production takes place in Cologne-Feldkassel. In 2004 Egetürk carried out automation with the acquisition of a modern machine park. Together with other investments, the processing capacity increased to 150 tons per day. Egetürk supplies countries throughout Europe and beyond a product range comprising 49 articles. This requires sophisticated logistical interface with wholesalers, flanked by modern IT. Egetürk began utilizing EDI technology from its external IT partner menten software.

Egetürk is both an industry leader and technical pioneer in all areas (including internal production and quality assurance processes, as well as technical substructure, via modern IT solutions). menten software has served as Egetürk's external IT Partner for over 30 years.

Challenges

Egetürk received orders from their customers in various forms: fax, e-mail, and mobile included. Entering data into each separate ERP system proved to ultimately be time-consuming and sometimes error-prone. Egetürk recognized the need to digitize and automate communication within a streamlined ordering system.

In 2018, a new project for EDI transmission was created to simplify the acceptance of orders. The primary goal being efficient, direct communication within a large European food retail chain. Egetürk supplies the company's central warehouses from Cologne. The customer generates the orders from their ERP System and still transmitted them by fax. Koray Dagli, Sales Manager at Egetürk: "The company purchases a total of eleven of our products. Each order comprises around 35-40 articles on several pages, which we then had to manually transfer into our ERP software in the sales depart-

ment. There are order numbers, delivery dates and additional information which must be recorded in our system - otherwise there will be problems with the acceptance of goods".

With occasional errors still an issue, menten software lead the installation of an EDI system to automize the transmission of orders.

Fax Ordering Eliminated

In Summer 2018 i-effect was installed at Egetürk, - menten software's customized solution for electronic data exchange integration on IBM Power System. i-effect greatly simplifies incoming orders: each order placed by the retail chain is automatically reflected in the ERP software. Koray Dagli: "All that is needed now is to check the order value, release the order immediately and start the calculation. With one click the delivery note is created." The new procedure was coordinated in tandem with the customer's IT department. The retailer specified the AS2 communication module as the desired protocol, and ORDERS (orders) were transmitted in the EDIFACT standard format. The EDI solution i-effect converts the incoming EDIFACT messages into the XML format, which can be processed by the Egetürk ERP system.

The result: elimination of incorrect data entries, leading to overall improvement of data quality. This accelerates the entire transaction process, as zero work needs to be repeated, allowing Egetürk to serve their customers faster. Customizing the mapping, i.e. adapting the data (removing leading zeros, changing the date format, rounding...) to fit into the format of the ERP software, is done via menten i-effect for Egetürk as a service.

Ordering

"Each customer orders differently," says Koray Dagli. "Some send e-mails, others use the forms of their own software, many order from their smartphones. As unique as the incoming messages may be, it's just as time-consuming for Egetürk to enter all orders into our ERP software. "We aim to have our goods picked within three to four hours, and that doesn't work if you enter the orders incorrectly in the system from the outset. This is also difficult to correct later. This is why the electronic transmission is so advantageous for us - all orders are entered automatically, correctly and quickly".

Since not every wholesaler has the same knowledge of EDI (let alone would be prepared to set up an infrastructure for sending EDI messages), Egetürk is also evaluating a separate technical tool which channels and simplifies ordering processes: the "Egetürk Dealers" app. Developed by menten and available in iTunes and Google Play Store as of Fall 2018, each retailer can download (free of charge) and use them to place orders.
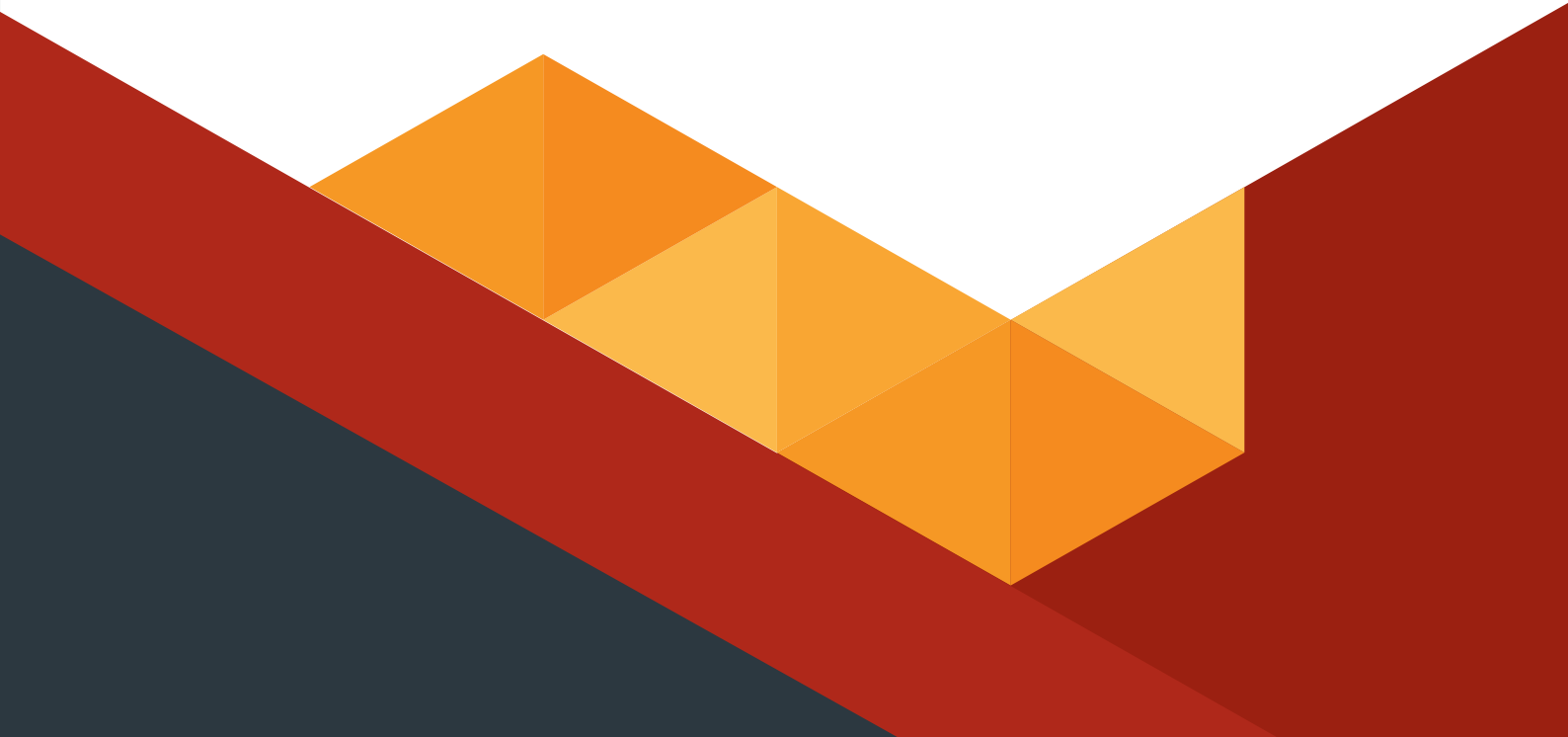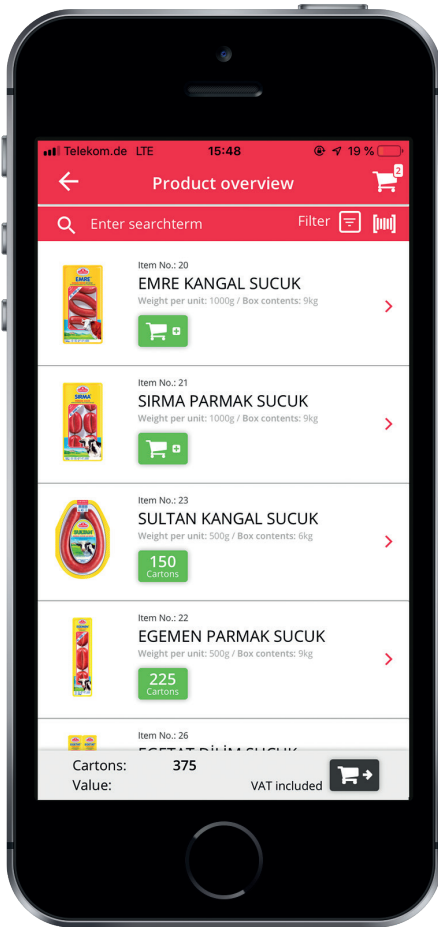
"Appification" has Arrived

Another significant customer benefit: each moment an order arrives, the sales representative checks the transmitted data via an interface and loads it into the ERP system using the **"Import"** command. This eliminates the need for manual data entry. 15% of the customers utilized the app as testers within the first few weeks, allowing Egetürk to gain initial experience and check the system to verify the correct recording and booking of sales.

Beginning in 2019 Egetürk has increased advertising for the app, promoting to substantial additional customers. It can also be used as a browser-based variant for PCs/notebooks via the Egetürk website. "This is easier for both sides," says Koray Dagli, who was proven right by customers' overwhelming positive feedback. In each customer's own warehouse the barcode scan function integrates directly into the app - allowing the customer ability to scan products more efficiently and simplifying ordering.

Solutions, Benefits & Future Initiatives in Summary

i-effect, the solution from menten software for electronic data exchange and data integration on IBM Power System, receives incoming EDIFCAT messages from the customer, converts them into a format readable by the Egetürk ERP software and seamlessly integrates them into the system. The provision of an app opens the way to electronic ordering, including wholesalers without an EDI infrastructure.

Egetürk delivers approximately 100 tons of consumer goods daily. Since using the EDI interface and app, Egetürk has not shipped a single faulty quantity.

At present, additional consideration is also being given to utilizing EDI for communication with the customer. Delivery notifications are to be introduced as DESADVs, while simultaneously the customer is notified of the electronic delivery note (currently still being received with the goods in paper form). Thus, the customer sees in advance what condition the pallet will arrive and can simplify warehouse planning.

The entire ordering process has been simplified utilizing the menten solution. All orders are recorded automatically, error-free and quickly - allowing Egetürk to better serve their customers both more efficiently and reliably.

Additional Information & Setup

For a free 30-day trial and detailed feature overview
of the modules: **www.i-effect.com**

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menten Software is aimed at medium-sized IBM Power Systems users in all industries. Since 1989, the team has focused on the development of server-based IBM i standard solutions. Service and maintenance, system technology and hardware sales flank the IT services around the server family.