



Fast, faster, Korch

In only one year the ERP system winweb-food was implemented at Fleisch- und Wurstwaren Korch in Radeberg.

Wiener sausages fresh from the smokehouse are scanned before further processing

Radeberger Fleisch- und Wurstwaren Korch and the software house Winweb have demonstrated how quickly a complete system change can take place – naturally during ongoing operations. The kick-off date on site in Radeberg was on January 14, 2019, and the live run started on January 6, 2020. “For a company of this size with about 400 employees who process around 65 tons of meat per week, this is no small matter,” says Winweb Managing Director Willi von Berg. Time for a review after a good year with the new ERP system winweb-food.

Felix Alber can still remember his first time as the new Managing Director at Radeberger Fleisch- und Wurstwaren Korch: “I started here in September 2018 and was already totally annoyed by the existing ERP system in December: no consistency, untypical in operation, different modules, extremely slow and lousy support,” Alber lists. And yet, for the former management consultant, figures that reflect profits or losses at the push of a button are the be-all and end-all of corporate management: “Today, nothing is based on gut feeling anymore, it’s based on figures. You need transparency for clean decisions, to be able to answer questions like: Where do we make money and where not?”, Alber sums up his attitude.

Top priority ERP system

And so his decision was quickly made: “We urgently needed a new ERP system.” After a few discussions with potential software houses, it was clear: “The discussions with Winweb were really good, you noticed right away, they have a clue about what they are doing, and on top of that, they have a particularly large amount of experience in our industry,” says Alber. Of course, there was skepticism among the staff at first, but Alber made the issue an absolute top priority: “Just saying, ‘You do it, that won’t work; everyone has to participate, such a changeover is a team effort,’” explains the 47-year-old. He also made it clear that he needed a control instrument with good, reliable data: “Otherwise, it’s like driving a car without lights: You’ll fly off the road in the next curve.”



Controller Dirk Oswald is pleased that he now has an overview of the costing at the push of a button.

A project team was quickly set up around Chief Controller Dirk Oswald: "I was fully behind the changeover right from the start, even though it was a tough time in terms of workload." Also involved was master butcher Frank Schönfeld with his good connection to colleagues in production. "In terms of IT," says Alber, "the changeover was rather trivial. What was decisive and time-consuming was the question of how we wanted to present our processes – we thought about that for months."

Support came from Pascal Eckersham, Senior Consultant and Project Manager at Winweb, who was able to contribute his many years of experience: How do you map the production flow so that it comes closest to reality? How is what

booked? How are recipes created and how can batch tracing be seamlessly documented? How does an order run from front to back? "It was like swimming dry in the beginning," Alber recalls.

Data revised in detail

The next step was not simply to transfer the data from the old system, but to revise it in detail, clean it up, and only then import it into winweb-food. "Cleaning up the master data and categorizing all the information was especially important," says Alber. Controller Oswald remembers this time well: "While the business still had to run with the old system, we set up winweb-food at the same time." Thanks to the good preparatory work, everything could then be switched

from the old system to winweb-food in one fell swoop in January 2020. "That was the special thing about this project for us," says Pascal Eckersham. "Since all areas are intertwined, all processes had to work across the board from day one of the changeover." The fact that this worked out well was certainly also due to the fact that the introduction at Winweb was efficiently coordinated in a mixture of online and on-site meetings. Since then, in the receiving department, the ordered quantities have been compared with the actual quantities delivered, and QA inspection plans have been queried at the same time. Invoices for the goods received are then checked in the system, assigned in the integrated document management system and

NVE labels are printed directly from winweb-food.





Shipping manager Sebastian Eichhorn is picking self-service goods by scanner

transmitted to financial accounting.

One system for all

The entire production, including cutting, also runs through the new ERP system: this includes the management of cutting lists, the determination of the cutting yield through actual weighing, the calculation of material price and production costs, the actual recipe weighing across all production stages, including the QA inspection plans, as well as the calculation of nutritional values, allergens and ingredients in compliance with QUID regulations. In winweb-food, packaging is also planned on an order-by-order basis and with direct reference to the respective packaging lines. Batch tracing and finished packaging control complete the spectrum. All production records can be evaluated quickly and flexibly. "This involves concrete questions such as: How much shrinkage is there in the packaging when a new roll of film is inserted?", explains Pascal Eckerscham. At the moment, Dirk Oswald and his team are still checking reality directly in production. The result flows into the manufacturing cost calculation so that it can be recalculated and even more correctly.

For many major customers, Winweb's own EDI converter was used to implement the recording of customer orders, electronic delivery and forwarding order messages, and invoice transmission - which is now much more efficient and less error-prone as a result. Picking is largely done by scanner: "This also reduces errors and ensures faster picking," says Eckerscham. After a successful load check in winweb-food, the shipping orders are transmitted to the shipping company via the EDI-IFTMIN interface and the required NVE labels are printed directly from the ERP system. Via the management info system, the entire sales volume, for example, can be evaluated at the click of a mouse. The calculation of sales prices, taking into account all conditions and downstream costs such as annual rebates, also takes place in the system.

Paperless orders

In addition, all store systems in the 21 company-owned stores around Radeberg and from Dresden to Zittau are connected. Relevant master data such as article information, prices or promotions are maintained in the head office and transferred to the store systems of the branches. Using time- and article-controlled order templates, each store then orders its goods paperlessly from the head office. All orders are automatically transferred and control production planning and picking. After the checkout

is closed, the receipt and TSE data from each store is automatically transferred, processed for evaluating sales, turnover and shrinkage, and transferred to the financial accounting department in a pre-accounted form.

Finally, all documents are collected in the document management system: all incoming invoices that are booked via winweb-food, cost invoices, supplier certificates and article passports, proofs or delivery bills. Everything is automatically assigned to the appropriate transaction via barcode recognition. "Now we have the calculation super under control," says Controller Dirk Oswald happily. "We can immediately see where we have air, where there is pressure, where are production losses?" Felix Alber also says that the whole effort was worth it: "We now have the certainty that we are calculating reality. We can analyze different dimensions, create a pivot table with just one mouse click, which makes it much easier for us to analyze the current processes. And finally, we have one hundred percent consistency in merchandise management." There is now only one, updateable system: "No need to program special bells and whistles, with winweb-food I have everything from one source."

Nevertheless, of course, not everything has always been peace, joy and cake, says the boss. It sometimes happened that a product extension had to be adapted again to reflect individual pro-

"This was an extremely good investment," says managing director Felix Alber.





Thomas Kießlich weighs the goods after curing for tracking in winweb-food.

cesses. "But the whole thing is highly complex and a permanent process that never ends," says Alber. And Pascal Eckerscham adds: "Of course, there have been minor delays on both sides." But that is to be expected in a project of this magnitude, he says, and is taken into account in advance during project planning. "In the end, there were no major problems," both sides agree. So the next steps include a consumption analysis of the stores, calculating ingre-

dients and nutritional values via the recipes. One of his heart's desires can also soon be realized: "Up to now, a physical inventory has been taken every month," Alber explains. As a result, he says, he always doesn't have the financials on his desk until the 10th of the following month. "Once 100% of the inventory is mapped in winweb- food and the bridge to financial accounting is in place, all you have to do is press the button to have profit and loss for the month just ended

immediately on the screen." He can already call up one of his most important key figures - kilos per man-hour - on an ongoing basis: "This permanently helps us to optimize processes in order to become faster and more effective."

Isabel Melahn
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Radeberger Fleisch- und Wurstwaren Korch GmbH

This is Korch Radeberger Fleisch- und Wurstwaren Korch GmbH, founded in 1991 and originating from a meat processing plant in Silesia, processes and sells 140 tons of ham and sausage products per week with approximately 400 employees. Annual sales amount to around 50 million euros. The products are sold under the "Original Radeberger" brand in self-service shelves throughout Germany, as well as at fresh food counters in regional retail outlets and in the company's own branch network. "Original Radeberger" has a high level of brand awareness in the eastern states, with up to 90 percent.
www.korch.de



Radeberger Fleisch- und Wurstwaren Korch GmbH

Winweb Informationstechnologie GmbH

As an owner-managed, medium-sized company, Winweb Informationstechnologie GmbH has been developing and selling industry-specific ERP software for the food industry since 1997. User-oriented innovations and short reaction times to individual industry requirements are the main focus. More than 200 companies trust in Winweb's high specialization and solution competence.
www.winweb.de



Isabel Melahn



Isabel Melahn is a freelance journalist and writes industry-specific articles, including on the food industry.

Isabel Melahn, Text & Redaktion,
kontakt@textundredaktion-melahn.de