



IWOfurn reference report

Electronic catalogues improve the process quality

100% EDI quota and standardisation of the electronic master data achieved

■ Project targets

Increase of the EDI quota by providing electronic catalogues at the POS in order to enable the access of the sales staff of the dodenhof company to all articles of the range of Röwa.

■ Description of the project

In a first step the EDI – message relationships were implemented between the companies. As both companies were already IWOfurn users at this time it was possible to carry out the networking smoothly and transferred to the real operation within just a few days.

In a second step Röwa entered the electronic article and order data in the IWOfurn and released these for use by the Dodenhof company. First versions of the electronic catalogue were handed over to IWOfurn in the form of Excel files.

The sales staff at dodenhof were already given training in the past in the use of the electronic catalogues in the interaction between merchandise management and the IWOfurn. It was shown there how the article information can be taken over from the IWOfurn catalogue directly into the order of the merchandise management with the entry of the sales orders.

In order to optimise the finding of the individual articles in the catalogue adjustments were made to texts in the article master with the responsible persons of the companies. Parallel to this Röwa implemented these requirements through supplementary, customer-oriented data maintenance in the ERP system. The required information concerning the technical processing of the data was conveyed by IWOfurn in a half-day workshop. The interface format was changed – the direct export of the data is now carried out from the ERP system in the format CSA Pricat.

The completed electronic catalogue now comprises all products and requirements from contents which are necessary for processing in the purchasing and sales process. The sales process will be substantially simplified for the sales staff as orders for goods on commission can be entered quicker and more accurately and complaints therefore minimised.

The next implementation step envisages that Röwa will also send digitally signed invoices to dodenhof in future.

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IWOfurn Reference stories

Solutions for and with our customers



■ The parties involved in the project and their assessment

“The cooperation with Rössle and Wanner was great at all times. They always listened to our wishes and the responsible persons did not shy away from travelling the long way from Mössingen to Posthausen either in order to have a look live on site how our sales assistants work with their data and what can be improved. You cannot wish for a better cooperation. The EDI quota between us and Rössle and Wanner is 100% through this cooperation, because our sales assistants do not even want to choose another way any more that ordering through the electronic catalogue.”

Ms Katja Kamp, process coordination at dodenhof

“Through the smooth and target-oriented communication with all parties involved we succeeded in achieving the set targets within a short period of time. A real team performance from which everyone profits. Our customer dodenhof receives coherent, meaningful article master data which also ensure clarity in the sales receipt of the end customer. For Röwa this project also has a positive effect on the internal master data as we speak one language with our customer.”

Mr Jochen Kächele, organisation & IT at Röwa

“This result is a living example for the fact that with very slight changes, however the joint intention to actually jointly tackle improvements substantial results are achieved within a very short period of time.”

Dietmar Weber, Managing Director IWOfurn

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