



## Enormous added value by deploying the IWOfurn system directly at the POS

### Segmüller and IWOfurn: A success story

The ATLAS-member and Cogito user Hans Segmüller Polstermöbelfabrik und Einrichtungshäuser GmbH & Co. KG has been an EDI user for many years and since 2007 has used the IWOfurn platform for electronic communication with its suppliers.

Currently Segmüller works actively with over 190 EDI partners via IWOfurn and, in addition to the use of its own master data via IWOfurn, has already been able to implement the order, order confirmation, dispatch notification and legally compliant invoice message types.

As well as the added value of electronic communication via EDI, Segmüller utilises another function of the IWOfurn platform – **the direct use of the IWOfurn system at the POS.**

This means that employees in sales can access the platform at any time, calling on the master data information stored in IWOfurn to compile and configure the items to be ordered from Segmüller's own production.

#### ■ The solution in detail

Using the enterprise resource planning from the company Cogito, members of the sales staff have targeted access to the IWOfurn platform and can use the IWOfurn sales interface and standardised configurator to compile specific order articles for customers. Characteristics of different options are represented in the form of a variant tree and can be selected at the click of a mouse.

Special employee knowledge about the actual item, for example on the range of options or on the rules for assembling the item, is directly reproduced in the IWOfurn user interface. From item tracking in Cogito enterprise resource planning the user switches to the IWOfurn platform in order to configure the selected items there.

Thereafter the order header data are recorded in Cogito and the compilation that was previously configured in IWOfurn is automatically implemented at the press of a button.

Finally the order is transferred electronically to the Segmüller production software using the standard EDI interface deployed.

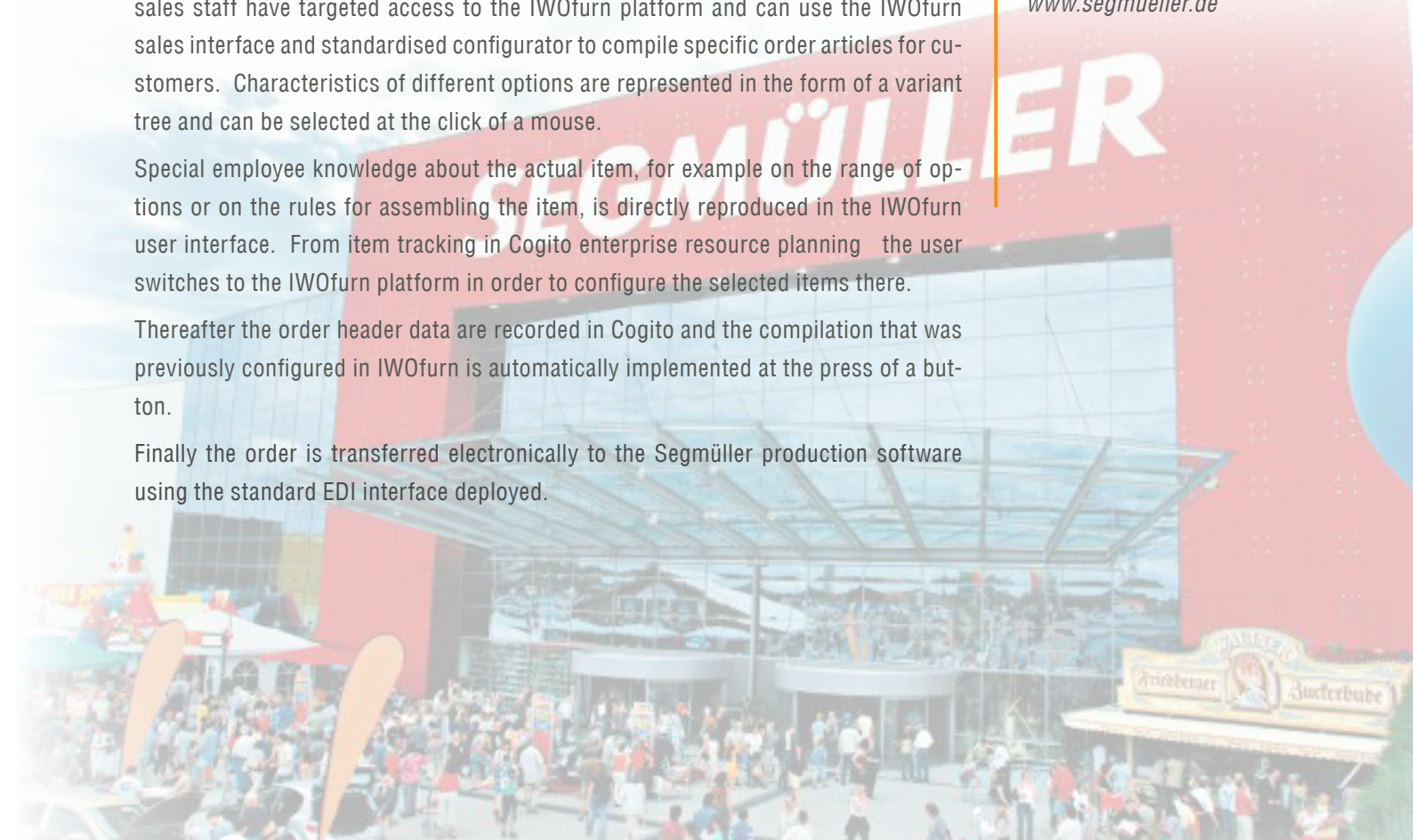
#### **IWOfurn Service GmbH**

*Max-Eyth-Straße 38  
71088 Holzgerlingen  
Germany  
+49 (0)7031 46 17 450  
info@IWOfurn.com  
www.IWOfurn.com*

## **SEGMÜLLER**

**Hans Segmüller Polstermöbelfabrik und Einrichtungshäuser GmbH & Co. KG**

*Münchner Straße 35  
86316 Friedberg  
Germany  
www.segmuller.de*





■ **Clear added value for Segmüller**

- There are immense benefits to Segmüller because the multiple manual processing effort and associated personnel costs and processing times are reduced.
- A massive improvement in the quality of orders, because the compilation can use original catalogue information with all details and special regulations, while the sale is also protected from entry errors. The number of complaints decreases!
- Another significant added value resulting from implementation is that not only specially trained staff from the respective specialist departments, but actually every sales employee, can be incorporated in the sales process.
- The number of characteristics can be reproduced and easily configured using the criteria set out in the catalogue. This reduces the reservations of sales staff to even the most complex customer requirements!

The rollout at Segmüller took place in several stages according to corresponding groups of merchandise. Currently the upholstered suite, wooden bed and dining room furniture ranges are already in productive operation. Upholstered beds are being implemented at the moment. By June of this year, the rollout for the remaining merchandise groups of upholstered loungers and coffee tables will then be complete. Therefore by the middle of this year, Segmüller will have transferred all merchandise groups to productive operation.

The solution at the POS is already in productive operation in all 7 Segmüller branches.

*“The entire process has not only become easier but also clearer and above all faster, because now it is possible for the extensive rules for compiling variations of items to be completely electronically supported. Moreover the willingness to exploit the diversity of options for an individual item during a sale has increased.”*

**Herbert Grau, Head of Organisation, Hans Segmüller Polstermöbelfabrik und Einrichtungshäuser GmbH & Co. KG**

**For further information  
please contact:**

**Dietmar Weber**

*Geschäftsführer*

*IWO furn Service GmbH*

*+49 (0)7031 46 17 450*

*dietmar.weber@IWO furn.com*

*www.IWO furn.com*

**Herbert Grau**

*Leiter Organisation*

*Hans Segmüller Polstermö-*

*belfabrik und Einrichtungs-*

*Häuser GmbH & Co. KG*

*+49 (0)821 6006 1448*

*herbert.grau@segmueller.de*

*www.segmueller.de*

