



BUSINESS PROFILE

FOUNDED IN 1901, RUTHMANN GMBH & CO. KG TODAY IS A MODERN AND INNOVATIVE AERIAL PLATFORM AND UTILITY VEHICLE ORGANIZATION THAT SUCCESSFULLY OPERATES ON A NATIONAL AND INTERNATIONAL LEVEL.

BUSINESS/IT CHALLENGE

REPLACEMENT OF THE HETEROGENEOUS LEGACY SYSTEM WITH SIMULTANEOUS RE-ENGINEERING OF BUSINESS PROCESSES.

SOLUTION

- MICROSOFT DYNAMICS NAV
- TECTURA CONFIGURE TO ORDER
- TECTURA TIME
- TECTURA QUALITY MANAGEMENT
- TECTURA PROJECT
- TECTURA WORKFLOW

BENEFITS

- WELL-DEFINED BUSINESS PROCESSES
- ELIMINATION OF REDUNDANT DATA STORAGE
- IMPROVED AND SIMPLIFIED INFORMATION MANAGEMENT
- INCREASE IN PRODUCTIVITY THROUGH SPECIFIC INDUSTRY RELATED SOFTWARE FUNCTIONALITY

AIM HIGH WITH MICROSOFT DYNAMICS NAV

Sometimes a company, intending to advance and grow under demanding economic circumstances, has to leave behind the common paths and be ready to question itself. This is especially true for medium-sized enterprises who want to stay competitive both nationally and internationally. The Ruthmann GmbH & Co. KG is such an enterprise, a modern and innovative aerial platform and utility vehicle organization that successfully operates on a worldwide level. Ruthmann's products are well-known under the brand names STEIGER®, CARGOLOADER® and FLEXILOADER®. The STEIGER® brand in Germany is almost a synonym for truck mounted aerial platforms.

RUTHMANN'S SUCCESS IS BASED ON CHANGE, TOO

The company has 300 employees at its headquarters in Gescher-Hochmoor and the service stations, and, with its subsidiaries in Poland and Austria, in 2008 Ruthmann made an annual revenue of 55 m EUR. During this time, Ruthmann radically revised its product lines and its business to adapt to market requirements. To accomplish this, the optimization of products and processes included all of the company's divisions – including IT, where it was discovered that a fundamental renovation was necessary.

LOTS OF SYSTEMS ARE NO SOLUTION

The status quo was typical for an IT structure, that had grown over the years: A heterogeneous ERP environment. Two different systems were used by the sales team, and the purchasing department ran several systems, too. On top of that, there was a custom solution for time registration. Therefore, all business data had to be simultaneously updated and administered in different systems, and analyzing the data was a demanding job. "Our data pool was anything but perfect," recalls Heinz-Jürgen Buss, Managing Director and Partner at Ruthmann. "We literally had to search and collect all relevant information. In addition to that, the maintenance of our self-developed software became rather expensive."

Thus, an integrated business solution had to be implemented. For financial and accounting purposes, Varial, a German financial management software, was in use, and initially it was planned to keep it as a core solution as it was performing sufficiently. But the Ruthmann management team wanted to use the ERP modernization for a revision of

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Heinz-Jürgen Buss
Managing Director & Partner
Ruthmann GmbH & Co. KG



T 580: The most innovative and revolutionary design from Ruthmann, with 58 meters height of stroke and a lateral range of +40 meters.

the existing business processes. In doing so, it became clear, that an optimized process mapping couldn’t rely on a software mix – only a fully integrated solution would do.

LESS IS MORE

“We already came out of a business re-engineering,” Heinz-Jürgen Buss explains. “Now our IT had to meet the standards of the new operational structure.” Ruthmann’s Managing Director had already worked with Microsoft business solutions before, with positive results, but that wasn’t the deciding factor. The new solution had to be highly flexible, and it had to fit to their specific industry requirements. Furthermore, a high return on investment guarantee was essential. “With its Microsoft Dynamics® NAV based industry solution, Tectura could offer us all of that,” says Heinz-Jürgen Buss.

“Many processes remained unchanged in the new solution, but we have developed a lot of new processes during the ERP implementation,” says Uwe Stapper, responsible for finance, controlling and IT at Ruthmann. “The revision of our working procedures has also improved discipline. In many fields, we clearly increased efficiency through our new

standard processes.” Efficiency by simplification – for which the IT manager immediately quotes an example: “We now have to manage just one customer data base instead of four in our old system!”

“Simplification”, again, is the keyword for Tectura’s business solution for configure-to-order production. “The configuration tool for example is all-important to us,” says Heinz-Jürgen Buss. “A lot of things turned out to be much easier through this, and the overall transparency has greatly increased. This way, we managed to double our purchasing productivity.” And now there is also more transparency in sales and distribution and with it a significantly improved reporting. “The growth we realized during the last few years wouldn’t have been possible without the new ERP solution,” underlines the Managing Director.

THE SYSTEM IS GROWING WITH THE COMPANY’S GROWTH

Ruthmann’s IT team is closely working together with Tectura’s experts to make the most of the business solution. “We make high demands on the software,” says Uwe Stapper. “And together with Tectura, we are working on enhancements, from which also the industry solution’s standard benefits.” Heinz-Jürgen Buss also underlines the

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excellent co-operation, “Tectura has the professionals, who know perfectly what they are doing. We are dealing with a highly competent team on our projects.” For Tectura’s project lead, Sabine Herm, the partnership and professional collaboration was essential, too, “This certainly was one of the key factors for the successful realization of our common project objectives.”

The great flexibility of Microsoft’s business solution will also be in demand in the future. The system is growing with Ruthmann’s Growth. “Microsoft Dynamics NAV and Tectura were the right choice,” concludes Managing Director Heinz-Jürgen Buss. “We now have a robust business solution that is an excellent basis for upgrading and overall for the progress of our company!”



TB 220: Ruthmann’s most successful product with 22 meters height of stroke, has been manufactured over 500 times in the past three years.

ABOUT TECTURA

Tectura is a worldwide provider of business consulting services providing sustainable value through consulting, software and IT implementation. Our clientele include mid-sized companies and larger enterprises throughout the Americas, EMEA, and Asia Pacific. With team members in 20+ countries, Tectura applies its comprehensive industry knowledge and unparalleled experience in collaboration with our clients to deliver business and technology strategies and solutions designed to achieve their business performance goals.

Learn more at www.tectura.com



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