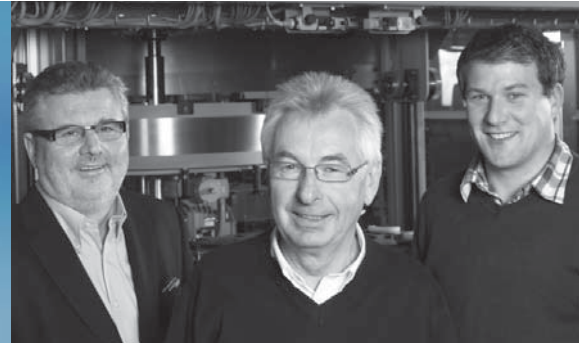


“Sofon gives us guaranteed access to correct, current data at all times”



f.l.t.r. Klaus Pekruhl MANAGING DIRECTOR,
 Ulrich Klempert FORMER SALES MANAGER,
 Mathias Rauen, SALES-STAFF

Langguth GmbH from Senden (Westfalen, Germany) is a mid-sized manufacturer of customer-specific solutions for labeling all kinds of products. At the Senden location, the company employs more than 100 people. Langguth wants to achieve further growth and has realized that restructuring is unavoidable. We talked to Klaus Pekruhl (Managing Director), Ulrich Klempert (former Sales Manager) and Mathias Rauen (Sales staff) about the contribution that Sofon has made.

Sofon helps Langguth to safeguard company knowledge sustainably

GROWTH IN EXPORT

Langguth products are divided into four product lines: self-adhesive labels, wet glue labels, hot melt labels and sleeve labels. Langguth already has a strong presence in the German market. “However, we see the greatest growth potential for the future abroad. We already fabricate more than 50% of our products for export”, Pekruhl explains. “However, we will run into problems in the sales process if we start operating in other countries. We take care of engineering ourselves in Germany but not abroad. We will have to use sales reps abroad that have access to our know-how because they do not have technical insight. Also, the sales reps will need to be able to work with correct documents and quotations at all times. We wanted to structure the whole process more and lighten the workload for sales staff and support them in advising customers about our products. This wasn’t possible with our self-developed quotation program. This standalone solution is 15 years old and has reached its limits. But in Sofon we found the solution.”

IMPLEMENTATION

At Langguth, two staff members are involved with Sofon. “Mr Klempert, who has worked for the company for 50 years and has an enormous amount of knowledge, is primarily responsible for the technical side of the project. And Mr Rauen has defined Langguth’s complete know-how in Sofon”, says Pekruhl. To date, 80% of Langguth’s products have been defined in Sofon. Rauen goes on: “In the beginning, we were trained by a Sofon consultant. That training quickly made clear the possibilities Sofon offers us. We realized that we needed to reconsider our product and module structure.” Klempert explains: “In the past, we had 57 different types of machines, while comparable building blocks are needed for many of these machines. So the trick was to work with fewer types of machines, without limiting our customers. With Sofon, it became clear to us that a reduction in the various types of machines is possible.”



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CHANGE IN THINKING

Changes are always received skeptically and Langguth was no exception. Klempert comments: “In the beginning, restructuring was greeted with some reservations, even though it was definitely needed. A change in thinking needed to take place in the sales process. This kind of change is never quick, small steps are best. But the longer we’re working with Sofon, the clearer the advantages become. For us, the greatest advantage is that it is almost impossible to make mistakes, as the user is led through the whole process. Sofon always shows all possibilities and impossibilities and because of this, nothing is forgotten. Sofon also helps us save time, as data only needs to be entered once and not two or even three times in different systems.”

VISUAL AND CONTENT QUALITY

Quotations at Langguth are now of much better quality, both visually and in terms of content. Rauen: “These days, it is not enough to make a quotation that is just correct in terms of content. Visual aspects are also something to distinguish yourself with. With a few key strokes we can now enrich quotations with illustrations and

graphics. Besides that, we didn’t want a standalone solution again. That’s why our ERP system is linked with Sofon via an interface. We also use Sofon at Sales, Production and Customer Service, to store information about the customer. Sofon actually functions as an internal communication tool, offering everyone access to current data.”

FUTURE

Langguth wants to further extend the use of Sofon in the future. Klempert comments: “It would be a good idea to put together relevant bills of materials and routings directly from the configured building groups. We can then give in data into production immediately. This can certainly be realized with Sofon.” Langguth wants to build on the theme of knowledge transfer and knowledge preservation. Rauen goes on: “When an employee has worked for 50 years at Langguth, he has built up enormous knowledge. When a person like that leaves the company, it is clear a lot of information will be lost. This is why we are planning to store even more knowledge in Sofon in the future to make sure that experience and insight are sustainably preserved for the company.”

WHAT DID LANGGUTH ACHIEVE WITH SOFON?

- Knowledge safeguarding; when employees leave the company, their knowledge does not go with them
- Quotations visually attractive and correct in content
- Integration with existing ERP system. No more standalone solutions
- Sofon functions as internal communication tool, offering everyone access to current data at any time
- Sales staff can easily advise customers about products
- Decreasing number of machine types without limiting customers in any way

