



2020 Customer Success Story

Eliminate Interfaces and Avoid Errors

möbelfertigung, July 2013, Part 1 of 3

"We are currently working with five systems, where one should be enough to provide an end-to-end solution. We found this with the 2020 offerings. There are other systems that might provide better solutions in one area of the process, but 2020 offers the only end-to-end solution."

Christoph Fughe, Managing Director, Störmer Kitchen

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Christoph Fughe, managing director of Störmer Kitchen, has an aggressive plan. He intends to replace the company's entire existing process chain—from the initial customer contact to the finished kitchen product—by the beginning of 2014. He chose 2020 as the partner to assist in this transition. Störmer Kitchen is confident the move will fulfill all its requirements and deliver greater efficiency at a minimal error rate. The *möbelfertigung* is following 2020 and Störmer Kitchen on this journey.

Christoph Fughe has been the managing director at Störmer Kitchen for less than a year, but he has already taken one giant step to lead the company into the future: he hired 2020 to automate and change the company's entire process chain. The automation is scheduled to go-live in early 2014, starting with product visualization at the point of sale and ending with shipment of the finished product.

"Kitchens have a warranty issue rate of almost 50 percent. Our goal is to reduce the percentage to zero," Fughe explains when discussing his expectations for the new system. He also explains the reasons for the immense number of complaints the company has experienced in the past: "The biggest cause lies in the communication between dealer and production. To start, customers can't order what they actually want to have because the visualization is not always accurate, resulting in more back and forth questions to confirm the order. Plus, there are too many interfaces. We will, if possible, eliminate all of them."

Störmer Kitchen is currently working with a combination of software solutions that is subject to an ongoing adjustment process. Fughe says, "We are currently working with five systems, where one should be enough to provide an end-to-end solution. We found this with the 2020 offerings. There are other systems that might provide better solutions in one area of the process, but 2020 offers the only end-to-end solution."

One advantage of the end-to-end solution is the need for just one contact for support. Störmer plans to work in parallel with its legacy systems while the complete 2020 solution is being installed and employees are being trained. "The 2020 support is excellent," says Fughe. "The same 2020 project technicians that implement the solution also train our employees, who then return and practice using the software. Our employees have so much fun with it they voluntarily stay at work longer than they normally would."

The 2020 system is being introduced in phases. Initially, visualization at the point-of-sale is being implemented, followed by communication from the dealer to production. The final step will be the production itself. Fughe explains the reason for this approach: "First of all, the customer needs to enjoy buying a Störmer kitchen. Using the 2020 visualization tool, this will be a given."

Explaining why the overall timeline for the complete system replacement is relatively short, Fughe says, "I believe there is still a widespread fear of new innovations in the industry. In particular, companies believe that they surrender part of their control. This will change in the future; the one that acted first will win. Look at a Formula 1 race. Whoever has the right set of tires first wins the competition."

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Christoph Fughe, Managing Director



The team led by 2020 project manager Wolfgang Just and Störmer Kitchen project manager Jan Maschmann is highly motivated and confident that all of the kitchen manufacturer's processes will be successfully converted beginning in 2014.

störmer
german kitchen since 1958



2020 Customer Success Story

2020 Systems have Efficient Flexibility with Automated Processes

möbelfertigung, September 2013, Part 2 of 3

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"All or nothing," that's Störmer Kitchen's current motto. Managing director Christoph Fughe wanted to automate all of the company's processes, starting with the dealer and ending with production. The result would be more cost-effective and error-free production, as well as a more efficient and easy-to-use process for dealers. By partnering with 2020 and utilizing their 2020 Insight solution, Fughe's goal will be a reality within one year. The plan was first presented by *möbelfertigung* in the 4/2013 issue. Now it's time for a progress report.

A small business like Störmer Kitchen has a tremendous advantage compared with the industry giants: the ability and the motivation to implement flexible solutions for its customers. But this flexibility can come at a high cost in terms of time and money.

Christoph Fughe, managing director at Störmer Kitchen, wanted to achieve both cost-effective, highly automated production and maximum flexibility. With the help of 2020 software specialists, he developed an ambitious plan: by the beginning of 2014, all company legacy systems will be completely replaced by 2020 Insight. This end-to-end solution covers the entire process chain, from visualization at point of sale to the finished product. The project team is confident that the tight schedule can be met.

Wolfgang Just, project manager at 2020, explains why the decision to switch everything at once is a good one: "To adjust all processes simultaneously requires some major effort, but the great advantage is that you can take a step forward from anywhere within the process, without needing to start over. You can follow the ideal path rather than taking alternative routes because of existing process exceptions or the need to develop alternatives. We're eliminating outdated habits."

The positive mood in the project team is outstanding. "The collaboration with the Störmer project team is absolutely great," said Just. "People here are focused on developing solutions rather than focusing on problems."

According to Störmer Kitchen's project manager Jan Maschmann, motivation is high even among the manufacturer's employees. "The experience of the people at 2020 has been tremendously helpful. They are all very familiar with the furniture industry. In addition, the software comes with templates that contain predefined processes and workflows specifically for the furniture industry. They can be adjusted to meet any particular business flow and provide a good foundation, eliminating the need to start from scratch." That is why Just and Maschmann agree that the overall project plan is absolutely realistic.

The sales and purchase order processes are almost complete and provide a practical solution to dealers. However, the biggest advantage in the system change is for Störmer Kitchen themselves, particularly in the area of specials. In the past, if a special design was reordered, completing the design from scratch took about two hours. "This is painstaking work," Fughe notes. The new system allows special constructions to be created at the time of order entry. Now it takes just under two minutes.

One current problem is production control. Störmer Kitchen produces on five machines simultaneously, each with its own programming environment. After the implementation, all machines will be centrally driven. This will work with machines from different manufacturers and different generations. If one machine fails, the data can be easily transferred to another machine on the fly without having to start over.

The only major delays in the overall project involve the graphics data system. In the future, data for graphical order processing will be created completely independent from Störmer, guaranteeing much higher accuracy and speed. 2020 Fusion, the visualization tool that is part of 2020 Insight, is currently lacking some of the functionality that Störmer needs. This functionality will have to be developed. However, the goal to complete the project in early 2014 is still considered extremely realistic.

The challenge: approximately 70 employees need to adapt to the new processes and apply them after the implementation. If this is achieved, the company will enjoy a faster, more flexible and efficient production environment, while contact with dealers will be significantly more streamlined and direct.

