



2020 Customer Success Story

China's Largest Cabinetry Manufacturer Improves Efficiency with 2020 Insight

In the past few years, the furniture industry—and the customized furniture industry in particular—has seen rapid, even explosive growth. Huge ads for major furniture brands can be seen in public venues everywhere, including airports, train stations, and along highways. The Oppein brand, a trendsetter in furniture customization, has undergone more than a decade of rapid development to become a benchmark enterprise in the customized furniture industry.

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The Oppein Group

Founded in 1994, Oppein is a leader in China's kitchen cabinet industry. Kitchen cabinets, Oppein's principal product, have driven the development of related products, including wardrobes, bathroom sets, modern wooden doors, wall decorations and wallpaper, and kitchen appliances. With diverse product offerings, an international furniture manufacturing base, and a highly competitive production scale, Oppein is a one-stop modern furniture service provider for the Chinese market.

As a frontrunner in introducing flexible production lines, Oppein's three-pronged approach to the manufacturing process—automation, information support, and refinement—ensures delivery of the highest quality products in each segment of production, from design, cutting, and cropping, to surface processing, assembly, and shipping, to installation and service. Oppein selects raw materials that conform to European environmental protection standards and incorporates traditional Chinese cultural concepts and leading European and American design elements to provide consumers with high-end products and to create new opportunities for Chinese furniture companies to participate in international competition.

Oppein wardrobes

Relying on years of success in kitchen cabinets, Oppein entered the field of wardrobes in 2005 and quickly rose to the top of the industry. Using some of the world's most advanced processing and production equipment and environmental protection standards, Oppein's products now include combination wardrobes, designer wardrobes, open metal frame wardrobes, sliding wardrobe doors, partitioning doors, bed stands, and bedroom sets.



End-to-end information-based solutions help Oppein's soaring wardrobe business

Wardrobe and furniture customization and production is an extremely complex process. Without end-to-end information system support, companies cannot grow and remain stuck with small-scale production. Oppein's management team recognized this from the start and personally participated in the planning, implementation, and supervision of information-based projects. Oppein's wardrobe division has fully integrated information solutions

into its entire process, from front-end design, ordering, quoting, and review to production management, laying a solid foundation for the next five years of rapid expansion.

In the past, the company relied on electronic forms for recording the ordering and plant management processes, using dozens of electronic forms in the management process. Not only did this require a lot of manpower, it also resulted in low visibility of operations.

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To improve operations and optimize business procedures, Oppein considered several enterprise resource planning (ERP) solutions. In the end, the company implemented the 2020 Insight manufacturing operations management (MOM) solution. Developed specifically for furniture manufacturers, 2020 Insight allows for seamless production, from sales orders to shipping. The flexibility of the 2020 Insight system also lays a good foundation for future expansion in Oppein's wardrobe business.

What are the advantages of the 2020 solution?

- Provides a complete technical solution from the sales end to the production end
- Shrinks the time to market for new products by 75%
- Improves production efficiency of personnel and equipment, and lowers operations and ordering management costs
- Implements workflow automation and optimization based on the user's business processes and strategies and provides the best production plans
- Provides intelligent management and reduces order delivery cycles
- Increases production quality satisfaction rates and reduces the need for reworking
- Realizes real-time updating at the factory end and improves customer satisfaction with production status notifications before delivery problems occur
- Eliminates the need for additional order management personnel when in-store sales increase

Oppein is currently processing more than 2500 complete wardrobe orders each day using 2020 solutions.

With this end-to-end solution, Oppein wardrobe distributors can first design home furnishing solutions in 2020 Design. After an order is created, the design data is sent through 2020 Live Order to 2020 Insight, which converts the information into the necessary production documents and generates material lists and CNC programs, allowing the factory to begin production. Distributors can also upload other documents related to orders, such as diagrams, electronic forms, and Word files. These files can be checked at any time during the order input and production process, providing a seamless transmission of information and accurate production of orders.

With continual assessment and improvement of the end-to-end solution, the implementation results for Oppein are extremely clear.

- 90-95% of orders are generated in 2020 Design and are automatically entered into 2020 Insight for production management (review, breakdown, materials management, scheduling, production, and shipping).
- The remaining 5-10% of orders are CAD orders entered into 2020 Insight for production management (review, breakdown, materials management, scheduling, production, and shipping).
- The production cycle (delivery period) has been reduced by 35% and production capability has greatly improved.
- Manpower requirements have been reduced by 2.5 in the ordering cycle alone.
- The 2020 Insight system is implemented at each work node (sending orders, placing orders, QC, price review, planning group, materials management, scheduling, and workshop production), resulting in streamlined management and real-time monitoring and calculation of work volume. In combination with data calculation and analysis, the system provides effective input for process optimization and improves the utilization of personnel and machinery.
- Production status is delivered to stores and consumers in real-time, improving the consumer experience.

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Before implementing Insight, about 35% of Oppein's orders that were input by distributors had design problems. With 2020 Insight, when design errors occur or obsolete materials are used, the system can automatically notify the distributor and explain how to adjust the design. This automated process effectively improves customer service and reduces design errors. System-generated information can help identify which distributors have the highest error ratios and the types of errors being made. The results can be used to offer targeted training for the distributors to reduce future errors.

Oppein's wardrobe business has also improved its efficiency in tracking data from all segments and rapidly provides distributors and managers with key information, improving information visibility and the level of decision making.

To track the circulation of parts in the production process, scanning functions have been added to the system. Now barcodes are attached to all boards that can be scanned upon arriving at each segment.

Real-time updating of dynamic reports provides management with important data that allows management to see all kinds of information in the order processing queue during important stages of the order processing cycle.

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The system can also promptly identify order backlogs, the duration that orders stay in the system, daily payments received, daily sales order volume, daily sales order statistics, and other key performance indices that greatly improve decision making and allow management to accurately understand where and when to allocate resources.

Oppein and 2020 team up for implementation

To ensure a highly efficient project implementation, Oppein and 2020 formed a professional implementation team to craft a detailed implementation program. The team carefully studied the flow of orders in the factory. Relying on the functions and efficiency of the 2020 Insight enterprise management software and the results of this study, the team developed a series of business processes. Once the business processes were established, the team invited all relevant personnel to participate in a model demonstration meeting for a trial run of the system.

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The model demonstration had three purposes:

- To train the trainers. The professional team trained the Oppein wardrobe personnel, turning them into trainers for all departments.
- To help personnel to understand and identify each stage of the process, to offer opinions for improvement, and to provide assistance to other team members.
- To allow Oppein users to actively participate in the system trial and to optimize the system before it went online. Due to the huge volume of Oppein's wardrobe business and number of factories and production lines involved, the implementation teams made in-depth plans in advance and brought the system online in stages to avoid impacting production.

Oppein and 2020 as strategic cooperative partners

As one of China's fastest growing and most efficient furniture companies, Oppein plans to continue expanding in China and around the world. With 2020 as their strategic solution partner for end-to-end production, Oppein is prepared for their next stage of growth.

An Oppein furniture manager said, "We were very happy to see our plant truly gain in efficiency. The demand in the Asian market for high-quality, complete furniture sets continues to grow, and we are fully confident that as we continue to expand we will be able to provide our customers with the same outstanding service as before!"

About Oppein:

Oppein is a chair unit of the All-China Federation of Industry and Commerce Cabinet Professional Committee and authored the national standards "Residential Kitchens" and "Residential Bathrooms." The company has received more than 60 certifications and awards for its products from Chinese and global authorities, including the Chinese environmental marking certification.