



Busch-Jäger Elektro

Quote

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"TOPCALL continues to be our strategic product of choice in the areas of SAP R/3 implementation, connection to Notes and Internet access. During the last 7 years, the company has convincingly demonstrated that we have chosen the right partner. TOPCALL has always responded quickly to any technical requirements from our side, while continuing to offer consistently high quality support services," comments Klaus Muck, Project Manager at Busch-Jäger.

Busch-Jäger Elektro (part of the ABB Group) is the largest producer of electrical installation products in Germany and employs more than 1,700 staff at its three factories. The company operates internationally and markets its products in more than 60 countries around the world. Products range from switches, sockets and special couplers, to series mounted appliances and motion detectors.

Challenge

Efficient communications lie at the heart of innovative organizations and are essential in the reduction of business costs. As Fax communications continue to boom, organizations are finding new ways to leverage technology to improve business practices. Busch Jäger is one of the companies that has decided on an integrated communication strategy – offering potential savings of more than DM 100,000.

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"We were faced with the task of restructuring and in some cases complete reorganization of the entire reminder and proposal system," explains Klaus Muck, Project Manager at Busch-Jäger. "The purchasing department alone generated 4,000 transactions each week, such as reminders, appointment scheduling and requests for tender. That means we process over 200,000 transactions each year."

At that time, expenditure to manage the company's information flow came to DM 450,000 – Postage alone amounted to DM 200,000. On top of that came staff cost (checking, stuffing, franking and recording), which the company estimated at DM 250,000.

"Using manual Fax transmissions to send out the 200,000 pieces of correspondence could have been one option. But this was considered only as a theoretical alternative," explains Muck. Based on Busch-Jäger's cost/benefit analysis, personnel cost (covering paper handling, preparation, access to fax machines and recording) would have come to DM 250,000. On top of this came the fax transmissions supervision (DM185,000) and transmission charges (DM 120,000). In all using manual fax transmissions would have increased the total annual expenditure to DM 555,000.



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"Utilizing the computer-based fax services of the communications system has considerably sped up information processing. 30 per cent of all our fax messages receive a 24 hour response. A further 50 percent of responses are sent within 72 hours. With this project we have not only been able to cut costs by a considerable margin, but have also been able to substantially improve our internal information flow, explains Klaus Muck, Project Manager at Busch-Jäger.

Solution

Automation of the Fax procedure was the second option. Related expenditure was calculated at DM 120,000 per annum. According to Muck, "This is the only option that eliminates all staff costs associated with paper handling and transmission, and at the same time improves document management. As our survey has shown, the implementation of an automated Fax system has also benefited other departments within the organization."

Result

In the first year of operation the server handled 200,000 outgoing fax messages generated by the purchasing department alone and saved DM 155,000. "Our research brought to light some remarkable results," according to Muck. "Utilizing the computer-based fax services of the communications system has considerably sped up information processing. 30 per cent of all our fax messages receive a 24 hour response. A further 50 percent of responses are sent within 72 hours. With this project we have not only been able to cut costs by a considerable margin, but have also been able to substantially improve our internal information flow."

Future

Busch-Jäger's latest project is the implementation of SAP R/3, which will initially replace all purchasing applications. The company also plans to integrate the Communication Server into the new system. Comments Muck: "When it comes to integrated fax solutions, TOPCALL remains our first choice, even with the implementation of SAP R/3. TOPCALL continues to be our strategic product of choice in the areas of SAP R/3 implementation, connection to Notes and Internet access. During the last 7 years, the company has convincingly demonstrated that we have chosen the right partner. TOPCALL has always responded quickly to any technical requirements from our side, while continuing to offer consistently high quality support services."