

Consumer Products



VARTA

Quote

Joachim Erhardt, head of the information department says: "When we introduced the new system user acceptance skyrocketed. Every employee wanted to have the new technology on his or her desktop."

Batteries are an important component of many electronic goods you come into contact with everyday. From portable CD players to car batteries, VARTA, one of the world's largest battery producers, is the power behind the technology. For over a century, VARTA has been manufacturing and marketing batteries in a great variety of electrochemical systems for many kinds of applications. With approximately 9,000 employees, VARTA continues to focus on international development for the group.

Challenge

In 1998 the Company was looking for a system that would allow them to standardise all communications. VARTA, like many other companies, relies on communication to get its products to market. It was therefore important for them to find a partner that was able to create a communication system that fit around their business processes. The system had to reduce redundant activities, integrate transparently with their currently installed systems and put the company one step closer to the customer.

Solution

To optimise the business process VARTA adopted an ERP system from SAP. The first challenge was to fully integrate communications with all SAP applications. For VARTA this meant that incoming faxes had to be directed to SAP modules and all outgoing transactions needed to flow directly from SAP applications. In addition, HP OpenMail needed to be integrated as part of the same logical system. (I.e. VARTA did not want to manage 2 separate systems for their outgoing / incoming business transactions.) Roland Conzelmann, SAP administrator of VARTA Gerätebatterie GmbH Ellwangen/Germany states: "We decided on TOPCALL because their product linked to SAP, HP OpenMail and provided an open interface for the iXOS archive."

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Result

The TOPCALL system made it possible for employees to work with their HP OpenMail and address fax messages as easy as e-mail – directly from their workstations. Once installed, word spread throughout the company how easy and efficient the new system was to use. Workflow-integration makes order processing seamless.

Today VARTA has all incoming fax orders directed by the Communication Server ONE. Orders are scanned and handed over to the IXOS archive transparently. Now all orders are distributed to the responsible employee in charge and appear directly on the computer screen. This means that VARTA no longer distributes faxes manually and incoming orders are getting to order processing quicker – drastically cutting response times. This time savings has made it possible to process greater numbers of incoming orders more efficiently. And since archiving is automated within order processing the whole system just runs itself.

Mr. Erhardt states: "None of our employees has to actually go to the archive anymore like it was very often necessary in the past. In this aspect we truly reached our goal of a paperless office."