

Customer case CRH-IPB

“To us Every Angle is a tool for process change”

About CRH-IPB

CRH Infrastructural Products Benelux (CRH-IPB) is an umbrella organisation of ten companies in the Netherlands, Belgium and Germany. These companies are Hofman, Marlux Klaps, Olivier, Remacle, Rhebau, Stradus, Struyk Verwo Aqua, Struyk Verwo Infra, Wemink and Zoontjens. The companies manufacture infrastructural, mostly concrete building materials necessary for building in urban environments. Its core activities consist of public and private (garden) paving and waste water and drainage systems.

Currently, approximately 1,550 people work at CRH-IPB in ten companies at 31 product locations.

CRH-IPB is part of the listed Irish company CRH plc. This organisation operates worldwide, manufacturing and trading in building supplies.

CRH-IPB uses SAP for its logistic and financial administration, which includes a fair amount of ABAP customisation. In 2004 a huge SAP re-implementation took place at Struyk Verwo, and all branches were provided with a new SAP system. By doing this Struyk Verwo achieved its aim of making the system simple, transparent and accessible. Later two other companies followed the CRH-IPB group, i.e. Stradus and Marlux Klaps.





Results

By using Every Angle, CRH-IPB has managed to achieve the following results:

- Cleaner master data;
- Quicker action on the basis of faster and more transparent reports;
- Early warning of overproduction;
- Decrease of stock surplus;
- Improved reliability of delivery.

While the reimplementation definitely improved the SAP system, in practice there were still many operational questions that remained unanswered. Every Angle was able to answer these operational questions for CRH-IPB.

Answers to management questions

Management in the CRH-IPB companies was in search of an answer to the following operational questions:

- How to prevent overproduction?
- Can the stock level be controlled?
- How do we keep up with the order portfolio?
- How can we further optimise our planning?
- In which areas can we still improve our stock revenue?

Implementation of Every Angle

Since July 2007 CRH-IPB has been using Every Angle software. From this moment on an increasing group of SAP key users has been using the software intensively.

Struyk Verwo Infra was the first to be introduced to Every Angle, followed by the companies Marlux Klaps, Stradus, Hofman, Zoontjens and Struyk Verwo Aqua. The companies each use Every Angle from their own unique perspective.

Examples of how Every Angle is used

- **To increase data reliability**

During the first users phase of Every Angle attention at the CRH-IPB companies of Struyk Verwo Infra, Struyk Verwo Aqua and Zoontjens was first focused on cleaning the SAP database. Sales, purchasing and production orders that were incorrectly recorded as still outstanding in SAP and were affecting the planning, were quickly identified with the help of Every Angle, so that these could then be quickly closed in SAP.

- **Stock optimisation**

Every Angle is able to quickly chart which part of the stock is important and which part of the stock is unnecessary. These follow-up actions will ultimately result in structurally lower stock and ensure that the actual stock is better managed.

- **Follow-up procedures (clean desk policy)**

Marlux Klaps uses Every Angle for their clean desk policy, which has the aim to achieve a clean desk at



↑ Han van Manen, Stock Manager at Struyk Verwo:
“Every Angle really is very fast. It can also convert important control information to Excel. For users at Struyk Verwo, Every Angle is an ideal support tool for process change. As far as stock management is concerned, we are now well under way.”

Bart Donné, strategic purchaser at Stradus:
“I use Every Angle for my daily activities at work. Every Angle improves the way I can inform operational purchasers and they can provide me with a better overview of the current situation. Furthermore I use the software for my monthly reports to management. In my experience Every Angle is very fast and flexible. For me it is the perfect tool to encourage suppliers to deliver on time, among other things, thereby preventing production from coming to a standstill.”

the end of each working day. Every Angle allows employees to gain a quick insight in any activities that still need to be carried out.

- **Monitoring the entire order process**

Zoontjens uses Every Angle to monitor the entire order process from start to finish. Frequently used analyses are overviews of sales orders that have been delivered but have not yet been invoiced and overviews of purchase orders that have been delayed.