



“Every Angle adds verifiable value to your supply chain processes!”

Partner interview INSynQ

Peter Ouëndag of INSynQ says this about the support that Every Angle offered during one of his projects. On Wednesday, March 4th, 2015 Every Angle interviewed Peter about the collaboration. In this interview you can read what our partner INSynQ does and how the collaboration between INSynQ and Every Angle has been.

Peter, Managing Partner, is one of the founders of INSynQ. He started his career as an IT Specialist, but now he is at the interface of business and IT. Peter is fully engaged in the operation and ensures that customers receive what they expect. Completing business successfully and in time is what drives him.

The tagline of INSynQ ‘Bringing People, Business and SAP together’ reflects where the company positions itself: at the interface of People, Business processes and SAP. The name INSynQ itself comes from the goal they have, so Peter says. “You always have to bring three aspects ‘in sync’ if you want to be effective within a project. These three aspects are IT, business objectives and people. Subsequently we started writing INSynQ with a – Q to express the quality that we are pursuing. We deliver high quality to customers while contributing to all three aspects.”

What INSynQ does, is listen carefully to what the customer needs and then modify the design of SAP to this. They do this both in logistical and financial

services. In addition to designing the processes, they also provide validation of the processes and they can identify the KPI reporting.

INSynQ looks top-down into the organization of the customer to see what is needed to achieve the performance of the process and what the customer needs to improve and optimize in the process design. Through their ‘sustainable improvement proposition’ INSynQ makes a baseline measurement with the Every Angle software to be able to make improvements. Afterwards a second measurement follows to analyze the effect of the action.

Peter: “When you look at Every Angle, it is a tool that enables you to make operational excellence reports to show where you stand in terms of performance. You have direct insight into what you do well and what could be improved. The part that INSynQ is good at, is implementing the improvements that emerge from Every Angle into the process and starting the optimization based on the data of the baseline measurement. With the second measurement you get direct insight into the achieved results. You can directly determine whether any follow-up actions are needed or if you have reached the goal. During a SAP Go-Live, Every Angle helps to effectively and flexibly anticipate problems with starting up the operation. Every Angle adds verifiable value to your Supply Chain processes!”



Besides the fact that INSynQ uses the Every Angle software, there is also a collaboration between INSynQ and Every Angle with customers. The first customer that INSynQ and Every Angle worked on together was Bakker Hillegom.

“At Bakker Hillegom we introduced Every Angle and with audit reports we were able to target specific areas for improvement. With this we have addressed the weaknesses of the implementation. We are now bringing forward similar proposals to new clients.”

At this moment, INSynQ is engaged to carry out a European SAP-rollout for Den Braven. INSynQ has done several bottleneck analysis with Every Angle, which are received very well. “Partly due to Every Angle, we are now doing a SAP-rollout for a new location in Germany. There we are using Every Angle from the start”, says Peter. The data from the headquarters in Oosterhout is also available in Germany, which enables INSynQ to do process monitoring well.

The collaboration with Every Angle does not end at the border because INSynQ also has an office in Chile, with which the South American market is being addressed. The collaboration with Every Angle is interesting for INSynQ because it takes less time to obtain the required SAP data and they have access to the Every Angle customers. This creates additional sales. Additionally with Every Angle, INSynQ can offer customers a solution where they are in constant control through daily action lists.

“ We always keep our eyes open to see if we can work with Every Angle.”

There are also areas where INSynQ and Every Angle could deepen their collaboration. Peter: “At the moment we are jointly developing a VAT service package, it would be great if we could use Every Angle for this. For our customers we then can extract the data from their SAP system more quickly and more frequently. At the moment we do a quarterly manual extraction of the data for our customers and based on this data an assessment is done. Many customers, however, wish that this happens more frequently, they want a frequent monitoring of the VAT data. While this is not possible at the moment with the tool set that we have, it soon will be by using Every Angle.”

Interview and text by Shane Badeloe, Marketing Manager Benelux.

