

CUSTOMER CASE STUDY

Bakker.com uses Every Angle to get more control over SAP®

Bakker.com is the largest mail order garden specialist in Europe with more than 65 years of experience in dispatching high quality flower bulbs, plants and garden equipment. This company has two locations in the middle of the Dutch bulb region; in Lisse and De Zilk.

Fresh products are very vulnerable and have a short turnaround time of four days. Customers are very involved in the production process of their orders, resulting in high expectations with regard to customer service levels. The turnaround time, combined with quality demands nearing perfect, give rise to a focus on very strict planning with no room for error on the part of Bakker.com. In 2008, Bakker.com had to address important issues regarding master data reliability as well as challenges in accessing required SAP data.

Implementation of Every Angle

Bakker.com decided to implement Every Angle to address issues, such as getting more control over their master data in addition to better insight into their short term planning. The business users quickly realized what a powerful tool Every Angle was for their daily operations. Since the out-of-the-box solution's implementation, Bakker.com has monitored their production processes using KPIs and is now able to retrieve valuable information out of SAP for their daily planning of machinery, employees and stock. Every Angle enabled Bakker.com to maintain a detailed overview of their stock inventory of non-seasonal products and their make-to-stock products.

Management issues/challenges

Bakker.com was looking for solutions to a number of pressing challenges, such as:

- how accurate is our master data? How can we quickly and efficiently match our transactional codes to our promotional codes?

- how can we manage our short term planning of machinery, employees and orders efficiently?
- with a turnaround time of four days, how can we get more visibility in our supply chain?
- what is the status of our non-seasonal stock levels and how can we control this?
- how can we measure our KPIs? How can we prevent bottlenecks becoming problems?

Results

After implementing Every Angle, Bakker.com was able to:

- Get better insight into their SAP data
- Clean up their master data to 99.9% accuracy. They have not incurred delivery delays due to inconsistent data
- Improve the service levels of the two plants to 98.5%
- Get a better overview of their short term planning
- Use the system for forecasting of make-to-stock-products
- Create and use KPI reports effectively.

Examples of how Every Angle is being used

• Increase data accuracy

As Bakker.com changes promotional codes frequently, it is a challenge to match the promotional codes to the transactional codes. In the past, purchase orders and production orders did not match and entire orders to different countries were detained. Cleaning up the master data and correctly matching data was the first priority after implementing Every Angle.



“ Dealing with vulnerable products and demanding customers, we cannot afford any delays. That is why we plan our daily activities based on Every Angle information. ”



EDWIN STRAVER
Supply Chain Analyst at Bakker.com

Bakker.com
Waar tuimierplezier begint

• **Overview of short term planning**

With a turnaround time of four days, Bakker.com needs to have a tight schedule for machinery, people and inventory. Every Angle provides insight and transparency to increase the efficiency of the supply chain.

• **KPI reports**

Bakker.com creates KPI reports using Every Angle. This helps them analyze the production process and anticipate bottlenecks before they become problems.

• **Overview of available stock**

An important Every Angle report is the availability check for non-seasonal products. Production planners check daily the velocity and the stock levels for the non-seasonal products, since lead times for non-seasonal products are longer than the ones for green products. This prevents unnecessary delivery delays.



Edwin Straver, Supply Chain Analyst
Bakker.com “uses Every Angle to get more control over SAP”



Every Angle

Cross-process self-service analytics for SAP®

Every Angle’s self-service, cross-process analytical capability empowers organizations with new levels of actionable insight - enabling them to **‘know more and act faster’**. Every Angle provides real **understanding** of what is actually going on across the business (and why), enabling people to act early enough to **control** performance and drive significant financial **improvements**.