



Foto: Consist

Under Discussion: Günter Heppes,
Michael Hahn and Arne Kaufmann

Starting Business Process Management at Bartels-Langness

Interview with



◆ *Günter Heppes, IT Manager at Bartels-Langness Handelsgesellschaft (BELA),*

Consist Connect: Mr. Heppes, Bartels-Langness Handelsgesellschaft communicates with many business partners in different electronic ways and has a large number of delivery notes. In the context of one project, you built a so-called “data turntable” and digitalized the archival of goods receiving delivery notes within four months with the help of Consist and the BPM suite from inubit. Could you briefly describe the content of the project?



◆ *Michael Hahn, Chief Operating Officer at inubit AG, and*

Günter Heppes: The use of the BPM Suite in our IT department made it possible to implement our notions of permanent automation in the area of data conversion and data transfer processes. This applies both to our internal company processes and also to the exchange of data with our business partners.

The delivery note archival sub-project involved the implementation of a digital archival process for all goods receiving delivery notes in



◆ *Arne Kaufmann, Senior Account Manager and BPM Specialist at Consist Software Solutions*

the different business areas of Bartels-Langness Handelsgesellschaft. The basis for this was the process-oriented solution “Paper2Process” from inubit. Our company now has a largely automated workflow in this area, from scanning of the documents, to data extraction using OCR/ICR, to the archival of the digitized documents in a document management system.



The Bartels-Langness Group includes numerous companies and shares, such as familia, Markant, and Steiskal. The freshness and quality of the overall assortment is our top priority.

Consist Connect: What was the deciding factor for Bartels-Langness Handelsgruppe, Mr. Heppes?

Günter Heppes: We gave ourselves the complex challenge of introducing BPM in our company. The areas listed make it possible for us to gather experience and use it for future plans.

Consist Connect: Mr. Hahn, in your opinion, why is inubit's solution so well suited for Bartels-Langness and/or for the food industry?

Michael Hahn: The food industry is characterized by very complex workflows in logistics, which must be supported in both process and data terms. In this complex environment, a variety of systems from all participants must be integrated into processes. The inubit BPM Suite is very good at integration and is thus the best-suited solution for a data turntable. The software's flexibility means that the optimized internal work-

flows can be adapted to the dynamics of the market at any time, so that both the business success of our customers and the investment made are secured over the long term. For BELA it's a particular advantage that the inubit BPM Suite handles all BPM perspectives from one source, so legacy systems can be replaced and the system landscape simplified.

Consist Connect: In what other industries can the BPM Suite from inubit AG be used, Mr. Hahn?

Michael Hahn: The inubit BPM Suite is essentially industry- and process-neutral, so it can be used in any industry. The current focus is on areas including energy, automotive, logistics, health care, telcos, trade, insurance, and in the public sector. After all, all these industries have the same goal – to optimize processes by automation.

Consist Connect: What advantages do you see in the “data turntable” and digitized delivery note archival? And what does a step towards Business Process Management mean for your service con-

cept and IT department within the trading group?

Günter Heppes: The advantages of the “data turntable”, for us, are primarily its flexibility and the capability of modeling all corresponding processes permanently on a single platform.

As far as our business partners are concerned, we are now able to support them actively in the areas of data conversion and data transfer in a convenient manner.

The advantage of our now even more optimized document management is very clearly in the area of more efficient, simplified business processes in this area.

As service providers, we are always trying to provide the user in the departments the best possible instruments, and to support them with the best possible service. With the path we've now started down, we will be able to implement this goal in a more consistent and future-oriented manner.

Consist Connect: Mr. Kaufmann, why does it make sense to select Consist as a partner for a BPM plan?

Arne Kaufmann: A core competence of Consist for many years has been the business process-oriented development and maintenance of custom software. Our customers like our approach of always implementing IT plans throughout their business processes.

For Consist, BPM is the logical continuation of this view: We show our customers how they can use process optimization to create value – just as Mr. Heppes already said.

To achieve that, Consist uses a methodology that reduces the risk and cost of a BPM project. The core of this methodology is not to introduce BPM simultaneously in all areas of the company in a “top down” manner, but instead to adopt an evolutionary approach.

Among BPM providers, this type of methodology isn’t very widespread yet, but at Bartels-Langness, for example, it’s precisely what led to the success that Mr. Heppes addressed.

Consist Connect: What are the benefits to our customers from using this Consist methodology to get into BPM, Mr. Kaufmann?

Arne Kaufmann: First, please note: BPM taken individually doesn’t provide an advantage to any company.

Consist therefore always proceeds by working together with our client to determine whether a specific task, e.g. the acceleration of the delivery process or the improvement of service quality in the call center could be better solved using



photos: Consist



The BPM project team at Bartels-Langness Handelsgruppe in front of the tradition head office in Kiel, from left: Claudia Rauschenberger, Norbert Kohnke, Türkan Atici, all BELA, Arne Kaufmann, Account Manager Consist, Sven Aldag and Bernd Hansen, both BELA.



BPM than using traditional approaches. Our customers can already compare the project costs with the expected business utility in a very early stage.

But the really interesting point is after the first BPM project: On the one hand, our customers have then created a technological basis that is suitable for implementing additional tasks in a time- and cost-effective manner, and on the other they can now continually optimize the processes already implemented. That means: monitoring process quality, simulating improvements, and then implementing the improvements. In our experience, both aspects often lead to BPM finding more and more support in the company and becoming a significant component of the IT architecture of our customers more or less automatically over the sum of its practical areas of application.

Consist Connect: In the BPM area, Consist works with inubit. What do you value most in that partnership, Mr. Hahn?

Michael Hahn: With Consist, we brought an engaged partner on board that consistently supports the topic of BPM. What we like best is that midsize companies are the focus of their business activities and that Consist has a satisfied customer base that is served pro-

Consist takes an evolutionary path in the introduction of BPM in order to reduce risks and costs.

fessionally and comprehensively. The good personal behavior of the negotiating people has also been an important part of our shared success.

Consist Connect: Why did Bartels-Langness select Consist for their BPM project, Mr. Heppes?

Günter Heppes: Consist has been a competent, reliable business partner for us for years, a partner with whom we have successfully implemented countless projects.

What could be more obvious than to approach such a complex challenges as the introduction of a Business Management System together?

Consist Connect: With the data turntable and the automated delivery note processing, the Bartels-Langness Handelsgruppe entered BPM with two topics. Are additional topics and projects planned?

Günter Heppes: In the implementation of the digital archival process, we won't just stop with delivery notes – additional types of document will also be addressed in the future.

Moreover, it's natural to consider implementing additional complex business processes in our company in BPM.

Consist Connect: Mr. Heppes, Mr. Hahn, Mr. Kaufmann – thank you for this conversation.

Isabel Vollman conducted the interview.

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