in-akustik GmbH & Co. KG
Improves Communications Efficiency and Data Exchange Control

Industry
Audio Technology

Challenge
Meet increasing transaction and communication demands.

Results
- Enhanced efficiency and control of EDI-based communications
- Reduced time in delivering goods to customers, building loyalty
- Lowered remote access costs to a fraction of those associated with the former solution

Products
- Rocket® TRUedx Enterprise

Application
- B2B Supply Chain Integration

Company

For nearly 40 years, the name in-akustik has stood for superior sound quality in the audio and hi-fi industry. A division of the Braun group, in-akustik is headquartered in Germany and is dedicated to marketing and developing innovative hi-fi, video, and multimedia cables and accessories. The company offers more than 22,000 products, including multimedia installations that combine high-end sound technology with stylish furnishings. A important pillar of the company's success is the "Music & Media" product area which includes CDs, DVDs, Blu-rays and vinyl records with extraordinary sound quality from genres such as Blues, Jazz, Classical Music, Rock and Pop. In addition, in-akustik also resells high-quality third-party products including speakers and amplifiers.

Challenge

The majority of the company's business transactions rely on the PhonoNet data hub and network. PhonoNet is one of the largest electronic ordering and information systems for the entertainment industry. As a PhonoNet partner, in-akustik enables customers to perform online research as well as submit orders through a centralized shopping cart. To exchange commercial and master data with its business partners, in-akustik leveraged an external enterprise solution, along with various in-house applications that were increasingly stretched to their limits in supporting workflow management.

Faced with increasing transaction and communication demands, in-akustik decided to replace its existing Electronic Data Interchange (EDI), with a system that would deliver improved control of internal workflows. In-akustik also determined the new system would have to include end-to-end process automation, with integration of the new Infor Enterprise Resource Planning (ERP) system into the firm's EDI-based communications.

Solution

After reviewing the available solutions and service providers, in-akustik chose Rocket Software to integrate its new Infor ERP system as well as implement all necessary interfaces and converters. in-akustik selected Rocket based on Rocket's technical competence in data exchange, and extensive expertise gleaned from completing

hundreds of Infor ERP integrations. Rocket® TRUedx Enterprise, a proven enterprise workflow and converter solution, would serve as the foundation of the company's new system.

Results

In implementing the TRUedx Enterprise solution, in-akustik realized substantial improvements in internal dataflow management. It also enhanced efficiency of EDI-based communications throughout the supply chain with the integration of the new Infor ERP and process automation system. What's more, in-akustik maintained continuous operations throughout the implementation and integration process with minimal disruptions to its business. In particular, in-akustik was able to significantly reduce the time needed for the order-to-delivery process. States Oliver Hengst, in-akustik purchasing manager, "the huge advantage for us is that we're now able to ship all orders that are being placed before noon on the very same day." Before the implementation, employees who needed to process orders, confirmations, invoices, and delivery notes, or create and update master data and sales reports were forced to use database queries and Excel as source formats, which then had to be converted into the PhonoNet or other partner formats.

Explains Hengst, "The new Rocket system provides uncomplicated communications and conversion processes in a secure EDI environment. It enables in-akustik to more easily control and manage its internal workflows and external data exchange processes with its business partners."

By implementing TRUedx Enterprise, Rocket not only met the company's need for the required PhotoNet interfaces, but also performed PhotoNet format conversions into or out of the Infor standard. As a longstanding Infor partner, Rocket delivered multiple finely tuned ERP integrations that met Infor ERP system requirements, so this integration was routine.

in-akustik also gained fully automated order processing with support of Vendor Management Inventory (VMI). The sales force's mobile recording devices connected to the TRUedx Enterprise system and as orders were collected on site, they were automatically converted into structured data and sent to in-akustik headquarters by notebook. The fully automated order process enabled goods to be delivered to customers without delay, enhancing customer satisfaction and building loyalty.

Processes ran at staggered times while TRUedx Enterprise operated as a background service, collecting electronically submitted data from the field and transferring it to the ERP system for immediate processing. Data imported from the ERP system was converted into the required formats to comply with in-akustik business partner specifications, then communicated through the supply chain.

Hengst concluded, "Transparency in data traffic has significantly increased. Now the data input and output can be tracked in real time. Automatic error notifications ensure that issues are reported immediately, which allows us to resolve any potential problems before they result in business delays."

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>
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