

» CUSTOMER SUCCESS STORY

TRIXIE

SMOOTH IT OPERATIONS
FOR CATS, DOGS AND MICE

INITIAL SITUATION

- + EUROPEAN MARKET LEADER | 6,500 PRODUCTS | IN OVER 80 COUNTRIES
- + 1,000 PARCELS AND 600 PALLETES SHIPPED EVERY DAY
- + SAME-DAY DISPATCH

IT

- + DELL HARDWARE
- + ERP SYSTEM: MICROSOFT DYNAMICS NAV

CHALLENGE

- + CREATING A FLAWLESS IT LANDSCAPE, ESPECIALLY ERP
- + PREVENTING IT FAILURES AND LOGISTICAL NIGHTMARES

SOLUTION

- + MULTI-LEVEL BACK-UP SYSTEM
- + EXPERT THIRD-PARTY MAINTENANCE
- + PERSONAL SUPPORT
- + RAPID RESPONSE TO FAULTS
- + PERMANENTLY SECURE ENVIRONMENT



HEADQUARTERS | TRIXIE



TRUCK | TRIXIE



MERLE | TRIXIE

FROM SCHLESWIG-HOLSTEIN TO THE WORLD

HOW TECHNOGROUP SUPPORTS COMPLEX LOGISTICS

THE SITUATION

As the European market leader for pet supplies, TRIXIE Heimtierbedarf GmbH & Co. KG delivers its products to over 5,000 specialist retailers in Germany. It has around 6,500 products for dogs, cats, birds, small animals, fish and reptiles. Its extensive range is exported to over 80 countries around the world. As TRIXIE always aims to satisfy its customers, its processes have been adapted to allow goods to be dispatched on the same day as orders are received. Logistics centres are always a major challenge for companies, as goods have to be stored, controlled and man-

aged in automated high-bay systems and all processes have to be optimised and streamlined with a material flow computer. TRIXIE's warehouse poses an even greater challenge, as it has 43,000 m² of storage space, enough room for 60,000 pallets and a shuttle system with over 18,000 spaces. The logistical requirements are further intensified by an average intake of 2,000 orders a day – over 1,000 parcels and 600 pallets are shipped on a daily basis. The shuttle system features 1,000 metres of conveyor technology, where custom parts and supplies are buffered in

storage spaces and a direct link is formed with various departments. If you want to get your head around the size of the place, you should imagine conveyor belts with the total circumference of two football fields ensuring automated supplies at the warehouse.

The fully paperless order picking system is another highlight, making the logistical processes smooth and simple at TRIXIE's warehouse. However, the optimised flow of logistics processes is certainly a major challenge for both man and machine.

THE IT

TRIXIE has implemented a sophisticated IT plan to make sure this challenge can be tackled by man and machine. Its IT landscape mainly consists of DELL systems and a Microsoft ERP system to ensure high availability and perfect processes. Microsoft Dynamics NAV is the ERP solution that gives the company complete control over all aspects of its business, including its financial management, purchasing, sales, warehousing, logistics, manufacturing and service management. The ERP system is characterised by its ease of use and can be interlaced with other cutting-edge technology. It covers all important applications, such as corporate management, accounting, purchasing, sales and warehousing. It can manage many different currencies, which is essential for a global company like TRIXIE.

Based on its own experience and expertise, TRIXIE has customised the standard software to meet its specific requirements – especially those of a sophisticated logistics centre – with the aim of creating an even smarter system and further accelerating the underlying processes. This means new ideas and processes can be implemented on site. As these developments and adjustments are made in house, the company has a significant edge over the competition.

THE CHALLENGE

The IT department and its employees are directed by Thorben Jensen. This part of the company is responsible for software development, administration, hardware procurement and support, domain administration and end-user support. Eric Biehl from TRIXIE was asked to name the most important or critical applications used by the company: “Our greatest focus is obviously on the ERP system used to control our logistics processes. If this core application ever broke down, we’d have to switch to pamphlets. This would be tantamount to a worst-case scenario”. It goes without saying that such a situation would trigger a series of serious ramifications – from production downtime and delivery delays to a standstill in incoming and outgoing goods – and the physical damage would be matched by the damage to the company’s image as a reliable supplier.

THE SOLUTION

To prevent this scenario from happening in the first place and ensure that 2,000 orders can be dispatched on time every day, the data and processes are secured via a back-up system. The back-up process is structured in several stages, including a separate storage system and external data centres. Biehl sums up the company’s progress: “We’re happy with everything we’ve achieved so far, but that won’t stop us trying to further minimise the possibility of our worst-case scenario”.

The IT specialists at TRIXIE have been working with Technogroup, the leading IT service provider from Hochheim, to take all the necessary precautions to ensure the company’s IT system meets high expectations and to prevent any disruptions in this area, such as production downtime, the failure of forklift scanners or the inability to load trucks. TRIXIE started working with Technogroup in 2014. Thorben Jensen comments on their partnership: “Technogroup has taken an incredibly professional approach and offers great value for money. Of course, partnerships also have to work on a personal level. It’s about taking the initiative, defining goals, suggesting measures, coordinating ideas and providing structure. We’ve never looked back and I wouldn’t hesitate to work with Technogroup again in the future”.

KEEP IT RUNNING

TECHNOGROUP

Technogroup is the market leader for third-party maintenance (TPM) in the D/A/CH region – and Evernex is the European market leader. Technogroup is a one-stop shop for services and consulting, covering all important IT systems in data centres. Companies in different sectors can utilise Tech-

nogroup’s comprehensive service packages to prevent faults, fix their hardware and affordably extend the service life of their IT systems. Some of the company’s additional services include IT monitoring, network services, refurbished hardware and IMAC services. Technogroup and Evernex

are the number-one provider of spare parts for all major manufacturers in Europe.

www.technogroup.com
www.evernex.com/de

ABOUT TRIXIE HEIMTIERBEDARF GMBH & CO. KG.

TRIXIE has been making pets the centre of attention for 40 years. The company has seen constant growth thanks to its great deal of interest, expertise and passion for animals and their owners. TRIXIE has over 350 permanent employees and more than 90 temporary workers; it also offers apprenticeships in seven professions to ensure a rich selection of future talent. The company supports its customers in Germany and Austria with a team of 24 sales representatives and three merchandisers. Its direct sales in England are managed by seven employees, and eleven more work on the French market.

TRIXIE has already welcomed in the “future of sales” by developing multi-media information systems for its sales force. The intuitive technology allows its employees to focus on their core activities: informing, persuading, driving decision-making processes, and preparing and executing business deals. The smooth operation of its logistics centre and IT processes are values that are also reflected by TRIXIE: “Our business is fit for the future [...] because we’re continuously striving to optimise and streamline our processes. We always stay alert, take a critical look at the current situation and wel-

come new challenges. We create workplaces with modern equipment and invest in the further training and development of our employees”, explains TRIXIE.

TRIXIE is based in Tarp, a municipality in the German state of Schleswig-Holstein. Its headquarters cover an expanse of over 84,000 m². This is where the company manages its entire logistical support and processing. Some of the factors that contribute to TRIXIE’s success include its modern technology, fast deliveries, customer-oriented service and motivated employees.

Despite its consistent growth and success, TRIXIE has always stayed true to its philosophy and continues to support grassroots projects in Germany and abroad. TRIXIE regularly donates to animal welfare funds, invests in school education and sponsors equipment for search and rescue dogs. The company continues to enjoy annual growth and streamline processes for the benefit of its customers. Many product lines are developed, checked and tested by in-house specialists. It always strives to meet high quality standards and carefully handles customer complaints.

TRIXIE has a clear idea of its values for customers and suppliers: “Our business is tailored towards our customers and suppliers [...] because we treat them with respect and take their suggestions, requests, questions and complaints seriously. We’re reliable, we know our strengths and weaknesses, and we’re prepared to admit our mistakes. We’ve established fair and trusting partnerships with many of our customers and suppliers”.

Most of its 5,000+ customers are pet shops and pet retail chains, but it also supplies DIY stores and garden centres. What do its customers expect? They want fast and reliable deliveries, high-quality products and good value for money. Another essential aspect is the high availability of products – the bar is set really high. The company creates trust by ensuring the fair handling of customer complaints. Its sales team also helps specialist retailers by stacking shelves and managing inventories. Last but not least, TRIXIE provides its customers with an extensive online catalogue.



www.technogroup.com

