DOMA
PROCESSING ORDERS FASTER AND MORE EFFICIENTLY

QUICK FACTS

Industry
Automotive – suppliers

Revenue
€12 million

Employees
9

Headquarters
Mariaposching, Germany

Web Site
www.doma-matten.de

SAP® Solutions and Services
SAP® Business All-in-One for Automotive solution

Implementation Partner
T.CON GmbH & Co. KG

As a supplier of all-weather car floor mats to several major automakers, DOMA GmbH is committed to offering reliable and efficient service. The company put its trust in the SAP® Business All-in-One for Automotive solution to help it automate business processes, streamline order processing, and achieve significant time savings. DOMA also gained increased transparency into warehouse operations and into its collaboration with vendors and customers.

Key Challenges
- Improve collaboration with customers in the automotive industry
- Strengthen company's reputation as a reliable and efficient supplier
- Process orders more efficiently

Why SAP Was Selected
- Proven automotive industry expertise
- Reliability of software
- Extensibility and integration functionality

Implementation Best Practices
- Precise analysis of business processes and requirements
- Tailoring of implementation to DOMA's specific needs

Low Total Cost of Ownership
- Secure enterprise software investment
- Scalable software that integrates cost-effectively with customers' and vendors' systems
- Reduced risk of communication errors
- Completion of implementation on time and within budget

Financial and Strategic Benefits
- Efficient, automated processes for incoming orders
- Smoother processing of order peaks
- Automatic creation of delivery schedules
- More transparent requirements planning
- Faster financial closings
- Improved position among competitors – including larger suppliers

Operational Benefits

Key Performance Indicator	Impact
Total order processing time	-50%
Effort for outgoing delivery checks	-50%
Labor savings in financial closings	0.5 days per month

DOMA
Autozubehör und Industriebedarf GmbH

"Overall, we have sped up our order processing by about 50% – from the incoming order through goods issue. Moreover, the SAP solution is so scalable that we have no trouble at all dealing with order peaks."

Christina Haimerl, Sales and Marketing, DOMA GmbH

www.sap.com/contactsap

Although its workforce consists of just nine employees, DOMA GmbH works with some of the major players in the automotive industry. The company, located in southern Germany, designs and sells all-weather car floor mats. It ships more than one million sets of mats each year to customers that include BMW, Daimler, Toyota, and Volkswagen.

To collaborate effectively with these automotive giants, DOMA needs to process orders reliably and efficiently. It is the only way to maintain high grades in the supplier rating systems that are prevalent in the automotive industry. Because effective IT support is absolutely essential, DOMA opted to implement the SAP® Business All-in-One for Automotive solution. "This solution takes us an important step closer to our customers who already use SAP software. At the same time, it gives us an edge over our competitors in terms of IT functionality and reliability," says Christian Sakreida, head of IT at DOMA.

Other factors in DOMA's decision were the industry expertise, investment protection, and integration functionality offered by the SAP solution. With support from SAP services partner T.CON GmbH & Co. KG, DOMA successfully implemented the solution in eight months – addressing both company-specific requirements and process improvements.

More Work in Less Time

Because DOMA outsources its manufacturing processes, the project focused primarily on boosting the efficiency of order processing and streamlining administrative operations. In the past, incoming orders were received by fax and processed manually. Today, the company receives orders via electronic data interchange (EDI), and all order information is transferred automatically to the SAP solution. "This reduces the risk of error and cuts by half the time required to process each incoming order," explains Christina Haimerl of DOMA's sales and marketing. "We can also get preliminary delivery information out to our customers without delay."

To ensure a steady product flow, DOMA needs to monitor inventory levels, plan future product requirements, and order material from its suppliers. Shipping confirmations from these vendors are stored directly in the SAP solution – increasing the level of transparency. DOMA also has greater visibility when managing the empty containers automakers send back to be refilled with floor mats. "In the warehouse, the labels created by the SAP software make it easier for us to mark outgoing goods," Haimerl reports.

All Shipping Documents Right at Hand

DOMA has also improved its goods delivery process. Where individual documents were previously produced manually, the SAP solution now automatically creates and prints out bar codes for packaging, delivery notes, and freight documents. All the paperwork is available at the warehouse in bundled form and can be checked and compared more easily. "Overall, we have sped up our order processing by about 50% – from the incoming order through goods issue. Moreover, the SAP solution is so scalable that we have no trouble at all dealing with order peaks," says Haimerl.

Although DOMA does not use the SAP Business All-in-One solution for its accounting, it still sees benefits in financial areas. The company once hand-delivered financial data to its tax consultant. Now the SAP solution transfers that data directly to the tax consultant's accounting software – saving DOMA about half a working day each month. In both its financial and operational processes, the motto at DOMA is the same: automation is the key to transformation.

Implementation Partner
T.CON is an SAP services partner. T.CON's services include process consulting, interface development, and solution implementations. Its customers range from small enterprises to international companies.

T.CON TEAM CONSULTING

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