Picture Credit | Bruynzeel Keukens, Bergen op Zoom, the Netherlands. Used with permission.

Bruynzeel: Streamlining Processes from Kitchen Design to Home Installation

Bruynzeel Keukens, the Netherlands' best-known kitchen manufacturer, has streamlined its processes with VRS and ProYuice, a qualified SAP® Business All-in-One partner solution from mYuice. When combined with PrimeFact, this solution **optimally integrates all aspects of the kitchen creation process** from digital design to paperless factory production to home installation.

Executive overview

Company
Bruynzeel Keukens

Headquarters
Bergen op Zoom, the Netherlands

Industry
Consumer products

Products and Services
Design, sale, production, and installation of kitchens

Employees
Approximately 700 (2011)

Revenue
€160 million (2010)

Web Site
www.bruynzeelkeukens.nl

Partner
mYuice, a Ctac subsidiary
www.myuice.nl

BUSINESS TRANSFORMATION

The company's top objectives
- Streamline business processes through integration
- Increase efficiency
- Provide complete graphic support for the sales process

The resolution
- Implemented the SAP® Business All-in-One solution
- Used mYuice ProYuice production template, a qualified SAP Business All-in-One partner solution, and mYuice Floor Registration System (VRS)
- Used PrimeFact product configurator

The key benefits
- Integration of processes from kitchen design to manufacturing to installation and invoicing
- Single transparent digital administrative system instead of many separate systems, decreased manual paperwork, and standardized processes
- Faster delivery and time savings at every step of the process

Read more

"Thanks to SAP Business All-in-One, PrimeFact, mYuice ProYuice, and VRS, the number of flawlessly installed kitchens is up by 50%, which has saved us an enormous amount of time and money."

Toine van Rooij, Operations Director, Bruynzeel Keukens

TOP BENEFITS ACHIEVED

50%
Increase in flawless kitchen installations

3 hours
Time saved in sales process

100%
Paperless process in the factory

See more metrics

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Integrating all processes, from design to production

With 45 stores in the Netherlands and Belgium, Bruynzeel Keukens supplies around 100,000 kitchens a year. The company, which handles its own sales and production, streamlined its business processes with an SAP® Business All-in-One solution in 2010, fully integrating all sales, administrative, logistic and production processes. As a result, Bruynzeel has the most advanced automated system in the kitchen industry, and its customers are guaranteed top quality.

Toine van Rooij, operations director for Bruynzeel, explains, "Our sales staff can now design a kitchen digitally in a store together with the customers. PrimeFact's graphic configurator links directly to the SAP solution. Moreover, PrimeFact shows the effect of changes on the monitor in 3-D from any vantage point, showing different colors, handles, or appliances. Once the customer is satisfied, the salesperson can send the design to the factory with a push of the button. The factory employees can then see all required components on their monitors, removing the need for paper production orders to produce a kitchen."

Van Rooij continues, "We compared four suppliers and in the end unanimously chose SAP. The deciding factors were the full integration of all components, the depth of the financial module, and the fact that SAP offered the greatest functionality across our organization. mYuice showed it had the expertise to participate in a critical thought process on how to optimally set up and adapt our processes."

"Bruynzeel and mYuice have combined ProYuice and VRS with PrimeFact in a solution that optimally integrates and streamlined processes."

Manuel de Groot, Manager of Information and Communications Technology, Bruynzeel Keukens

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Designing and creating kitchens in an automatic, paperless process

SAP partner mYuice has combined its own industry-specific solution ProYuice, a qualified SAP Business All-in-One partner solution, with VRS (Floor Registration System), making paper production orders on the factory floor superfluous. At the request of Bruynzeel, this solution was then linked to PrimeFact, a product configurator that provides all required components to the background production systems via automated workflows. The result is a highly effective automation system for the kitchen industry.

Van Rooij explains, "Kitchen designs now go from the stores to the factory in an automatic workflow. At the factory, kitchens are created in a completely paperless process, giving Bruynzeel significant efficiency enhancements."

Manuel de Groot, Bruynzeel's information and communications technology manager, adds, "We are kitchen designer and retailer at the same time, so integration of the chain provides us with immediate quality improvements. However, no standard solution existed for our unique situation. We developed a completely integrated end-to-end solution together with mYuice based on our needs, which is unprecedented for the kitchen industry, and made maximum use of the standard functionality offered by SAP and PrimeFact in the process."

De Groot goes on, "The implementation went extremely well – we were able to roll out all subprocesses on a phased basis in the factory based on a takeover plan carefully designed by the project team, which in turn allowed us to manage risks effectively."

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Streamlined processes with no misunderstandings

Processes are now streamlined dramatically. In de Groot's words, "Data exchange is automatic between PrimeFact in sales, mYuice ProYuice in the back office, and VRS in the factory. Everyone works with the same updated information."

Above all, Bruynzeel is saving time. Van Rooij says, "It used to take several hours to develop and forward the order once the kitchen was designed. Now, once the customer approves, the sales staff can send the order to the factory with the push of a button. Since they need much less time for orders, we always have enough sales staff present, even at peak times."

mYuice VRS also offers advantages in the factory. Van Rooij explains, "Production workers see an order immediately on their monitor and can report progress back to the system directly, thereby optimizing production of semimanufactured products. We also have better insight into margins and can decrease inventory – significantly improving efficiency."

KEY BENEFITS

50%
Increase in flawless kitchen installations

3 hours
Time saved in sales process

100%
Paperless process in the factory

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More choice, more customer satisfaction

PrimeFact only shows design options and combinations that are actually possible, so salespeople can no longer design kitchens for customers with items that don't fit. De Groot says, "This has led to a 50% increase in the number of kitchens that are installed correctly in one go. Naturally, this also reflects an increase in customer satisfaction."

"All our employees have now experienced the benefits of SAP software in daily practice, providing an outstanding base for expanding," states van Rooij. "The broad functionality that is standard in the SAP Business All-in-One solution can now be used to identify and resolve bottlenecks in our processes. Moreover, we can continue to minimize the costs of failure and to dissect all processes in order to coordinate them even better."

Van Rooij concludes, "We are also thinking about making the design functionality available to our customers over the long term."

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