

KIX

SUCCESS STORIES



DENNREE GMBH

Report 03/2021

TASK AND SOLUTION

User: dennree GmbH

Business: Organic food specialty wholesaler

Retail outlets: 330 denn's Biomarkt stores

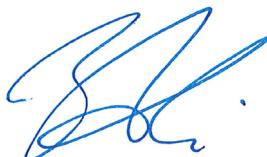
Employees: 7,400

Solution: KIX Version 17.14

KIX

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We undertook and completed a highly successful aftersales project thanks to the order from dennree. The market leader in wholesale organic food now has IT structures that can meet this big player's needs. All of which ultimately pays dividends for the business because everyone using KIX can respond more efficiently and faster. But the customer also quickly realizes that professional structures and systems underpin everything. And high-quality food goes hand in hand with high-quality processing of inquiries, problems, etc.



Rico Barth, Managing Director Cape IT GmbH

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**More Productive, Faster, More Efficient:
Organic Retailer dennree Opt for KIX**



From organic pioneer to market leader – The dennree Group is the leading wholesaler for organic food and natural cosmetics in the German-speaking regions, bringing together the interests of agricultural producers, manufacturers, retailers and organic consumers.

What have fresh vegetables got to do with IT? “IT provides the foundation, it ensures everything runs like clockwork. IT has to make all processes in the business effective and efficient, enabling us to support the business optimally with its business processes and objectives,” explained Mark-Rüdiger Roth. As Head of Service Management IT Technology, he is responsible at dennree for the IT technical aspects of service workflows. He knows fully well that freshness equates to quality, especially when the company promises its customers on-schedule deliveries: “Ordered today, delivered tomorrow.” That is vital for dennree as the company is the leading organic food and natural cosmetics specialty wholesaler in the German-speaking regions.

Founded by Thomas Greim in Töpen in Upper Franconia in 1974, dennree GmbH includes specialty wholesaler dennree and its own distribution system with almost 330 denn's Biomarkt stores. The company brings together the interests of agricultural producers, manufacturers, retailers and organic consumers and now has a workforce of over 7,400 employees. With a range covering some 14,000 items, dennree supplies around 1,200 natural food stores in Germany, Austria, Italy and other European countries. In fiscal year 2020, the Group generated net turnover of 1.4 billion



euros. High-performance IT ensures that the individual business areas mesh seamlessly, including the customer-oriented merchandise management system and internet shop dennit.de, warehousing, picking, incoming and outgoing goods, the fleet and the company's own Eichigt farm.

Initial Situation

A long-standing web-based proprietary development powered the ticket system used by the group of companies. To future-proof and improve the service, dennree decided to replace the existing ticket system for its organic food business. The aim was to map IT structures based on Information Technology Infrastructure Library (ITIL) requirements. ITIL defines the basic processes, roles and concepts in an IT service organization. "It was important for us to have a clear sphere of responsibility for employees and departments, internally and externally, which process performance indicators can represent," explained Roth. The new ticket system should also minimize faults in business processes and guarantee qualified, structured processing of inquiries across all available service levels.

"We intend to structure communications channels in a more efficient, clearer way. A ticket system enables us to do this because all process-related information on a specific inquiry or fault is recorded transparently and solutions mapped. Ultimately, all users will benefit," said Roth. He expects the new ticket system to further boost service orientation and, in turn, customer satisfaction. The IT expert is aware that system migration seldom runs totally smoothly, adding: "For us it was vital to ensure restoration of normal service operation as quickly as possible without unduly disrupting business processes." Fast responsiveness of IT support was equally decisive. dennree found the right partner in c.a.p.e. IT GmbH.

The Project

In August 2019, the company opted for the ITSM-certified software KIX from Chemnitz-based IT provider c.a.p.e. IT.

Technical implementation commenced in September 2019 following evaluation and approval by the managing board. May 2020 saw the technical implementation process completed almost on schedule, despite the difficulties caused by the coronavirus pandemic. Background training and a project review took place between fall 2019 and May 2020, with go-live commencing on May 1, 2020. "An ongoing review is always needed to respond to the company's strategic alignment requirements," stressed Roth.



dennree is now using KIX Version 17.14 to implement transparent reporting and optimize the ticket workflow – “naturally in consultation with the specialist departments,” Roth confirmed. Other projects are in the pipeline: “Next we’re going to optimize use of the process workflows for the SAP rollout too and “integrate” the software with the affected ITIL interfaces.”

Conclusion

Cooperation with c.a.p.e. IT has been ongoing for over a year now and fully meets our expectations, is how Mark-Rüdiger Roth summed up the situation. “Cooperation is pragmatic and task-oriented, which fits in perfectly with our efficient, goal-oriented approach to work.” KIX allows us to integrate incident management, request fulfillment and problem management through process workflows even if the configuration effort for system implementation “has to be factored in.”

Users have enthusiastically accepted the implemented system with their day-to-day work, reported the IT Head of Service Management. The predefined ticket templates meant the IT Service Desk, for instance, receives the information they need, substantially reducing the time spent on queries, and allowing them to work more effectively. The agents also really like KIX, especially the usability and configuration options. Depending on the service level, the supplied views such as search templates, dashboards or Kanban board can be customized in the Pro version. To ensure easy, effective customization over the longer term, Roth recommends “ongoing knowledge transfer” with users in the Service departments. IT staff keep up to date on all steps and the status through systematic documentation, enabling them to react immediately: “The reporting highlights any outstanding issues.”

According to Mark-Rüdiger Roth, the migration to structured ticket processing met expectations, not least thanks to the huge time savings: “With some 2,300 telephone inquiries per month, with each one taking around five minutes on average to create a ticket, we save 24 working days.”



dennree GmbH

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*– Mark-Rüdiger Roth, Head of Service Management /
Data Processing / IT*

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ABOUT CAPE IT

The c.a.p.e. IT GmbH is the manufacturer of the Open Source Software KIX and KIX Pro and a cross-industry specialist for business processes in IT and technical service. The company which headquarters is located in Chemnitz currently employs about 50 experienced, ITIL-certified employees at two locations and can rely on many years of project experience and extensive expertise.

Numerous field-tested add-on modules for data and system integration as well as for maintenance and repair management, service accounting and reporting contribute to the sustainable optimization of service processes. As a full service provider, c.a.p.e. IT GmbH supports its customers in the process evaluation, software implementation and individual enhancements. The range of services also includes comprehensive support services and high-quality training courses. In addition, it is involved in key industry associations such as the Open Source Business Alliance, BITKOM and itSMF.



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