

CUSTOMER PROFILE

INTENTIA AT LÄDERACH



A delicious solution at Confiseur Läderach —Movex from Intentia

Switzerland is famous for the superlative quality of its chocolate. And at the pinnacle of the Swiss chocolate industry (think of a chocolate Matterhorn!) you'll find Confiseur Läderach AG. With 260 employees in Switzerland and Germany, the company produces the finest box chocolates and seasonal chocolate products, which are distributed worldwide and generate EUR 34 million in sales. The company is highly regarded for its innovativeness and quality consciousness. So, it's hardly surprising that IT at Confiseur Läderach must be of the highest quality as well. To achieve this objective in ERP, the company chose the Intentia Solution.

"What sold us on Movex was its high level of functionality and our confidence in the long-term viability of this integrated standard software, plus the industry know-how of the Intentia employees."

Jürg Läderach, Owner, Confiseur Läderach

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**Marcel Füllemann, CFO,
Confiseur Läderach**

Business Benefits

When Confiseur Läderach AG analyzed the condition of its business units in 2000, the company discovered a vital deficiency. The missing element was an integrated, company-wide IT solution, and this handicap was beginning to have noticeable effects in all of the business units. The existing system was no longer able to keep up with the dynamic growth and the increasingly complex requirements of a competitive manufacturing company. An integrated business solution was a necessity.

“It soon became obvious that Movex from Intenia is a product that’s been highly perfected in many areas,” explains Marcel Füllemann, CFO at Confiseur Läderach. “The clear-cut modeling of our processes, the improved transparency with regard to our numbers, and the substantially faster reporting have paid off for us in minimum time and in very practical terms. There is simply no doubt that the efficiency in our company has increased.”

The Company

Confiseur Läderach AG in Ennenda near Glarus has been specializing in producing box chocolates of superior quality since 1962. Its products also include seasonal chocolate products and fine petits fours. When Rudolf Läderach, the company’s founder, invented the hollow chocolate shell soon after launching his business, the industry realized that it was a stroke of genius. The shell simplified the craft of truffle production and offered thousands of colleagues a most welcome productivity enhancement.

The story of the talented chocolate maker began in an old bakery at the foot of the Glarus Alps. Today, this is the site of a state-of-the-art production facility that employs some 180 people and generates sales of more than EUR 22 million. Confiseur Läderach serves the German market through a facility in Dillenburg with around 80 employees and sales of EUR 12 million. Distributors represent Confiseur Läderach in the US, Japan and Korea, the UK and the Middle East. The company’s products are sold through specialty shops and retailers, as well as to export and business-to-business channels. In all of these segments, Confiseur Läderach is pursuing sustained growth based on innovative ideas and a commitment to superior quality.





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Why Movex?

The requirements of the new business solution were challenging. The company needed a standard system that was attuned to Confiseur Läderach’s own business processes. Any customization necessary to fit the company’s business processes had to be very limited. The new business software had to be supplied as a total system by a single supplier:

Key functionality had to be provided in full for batch processing management, very short production runs and high-bay storage systems. The system also had to support an e-business solution without additional interfaces. The cost/benefit ratio had to be right, and the solution had to fully support human resources management.

In the end, the Movex collaborative enterprise application from Intenia won the contest over SAP and Miracle, since it best supported the business processes at Confiseur Läderach. According to Jürg Läderach, the company’s owner, “What sold us on Movex was its high level of functionality and our confidence in the long-term viability of this integrated standard software, plus the industry know-how of the Intenia employees.”

The Implementation

Planning and defining objectives are certainly important, but the real proof of how well an ERP solution works is in the implementation. “The technical implementation by the Intenia project team was very good,” Füllemann asserts. “Of course there were occasional problems that presented a challenge for both teams. But the teams very soon learned to work together smoothly and with complete transparency. The chemistry and the industry know-how were just right, so any obstacles were overcome.”

Future Plans

Füllemann confirms that the experience has increased the company’s confidence in Intenia and its solution. “Whenever the chips have been down, whatever the issue, Intenia has never failed to support us and to give us a hand with any problem. We can look back now on a partnership that has already benefited our company in important ways. It’s becoming obvious that we will achieve a quantum leap forward with respect to cost savings and improvements that will be especially noticeable in the next two or three years.”

About the Solution

At Confiseur Läderach, Movex supports the following business processes: Production, Sales, e-Business, Financial Management, Human Resources.

Platform: IBM AS/400.

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About Confiseur Läderach

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