

abas ERP
abas eB



**Software that inspires – ADA
Cosmetics doing global business
with abas Business Software**



User report ADA Holding GmbH

creative in bodycare

Industry

Cosmetics

Countries

Germany, Austria, Switzerland, France, Spain, Dubai, Hongkong, Singapore and China.

Project Overview

- Batch and process manufacturing
- Custom and small scale production
- Distribution through national and international locations
- Multi-user features
- eBusiness platform



abas
ERP

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ADA Cosmetics doing global business with abas Business Software

After remarkable growth, ADA Cosmetics' previous business software reached its limits. The German based market leader in premium hotel cosmetics used an individual software to cover their business processes. Due to a broad product range, their new system had to be able to manage batch and process manufacturing as well as custom and small-scale production. Because ADA Cosmetics distributes through various national and international locations, it also had to be equipped with multi-user features. abas Business Software meets all these requirements and now assists the hotel cosmetics specialist since 2001. With evolutionary and innovative abas Business Software, ADA works with a tool that easily connects new locations and continuously optimizes processes. abas ERP has exceeded all of ADA's expectations over the years. ADA saves costs and reproduces their needs in abas ERP without losing upgradeability.

“Our whole accounting is integrated in abas ERP. Ever since, internal transparency has increased remarkably. Individual transactions can be tracked back from finished goods via production processes back to document level in various languages. Data is only entered once and is instantly available world-wide. Time consuming double entries are non existing, as well as fault finding. Basically, the error rate is zero. Despite our company expanded extraordinary, we were able to increase our service quality worldwide without increasing personnel.”

*Hartmut Schindler
Head of IT
ADA Cosmetics*



Restructuring business IT

In the beginning of 2001, ADA's business software reached its performance limit. Serious internal structural changes caused major changes in operations and processes which could not be represented properly in their individual software anymore. The system in use was lacking multiple inevitable features. It was hard to utilize information that has been available in the old system. In addition, a tremendous amount of manual work and coordination was necessary. ADA decided to look for an effective business software, which functionality is guaranteed in the future. Karl Perino, IT Project Manager, was actively involved in selecting the new software: “We approached the selection without bias. We analyzed all business processes first, to then define criteria that the new software solution had to be able to cope with.”



Project: Implementing abas ERP

ADA formed a core team of 5 people with each one representing a department that would have had to work with the new system. Karl Perino: “Process planning, production/logistics, sales, IT and organization were involved in our core team. We did not involve a consultancy on purpose, because it would have taken too much time for a consultant to understand how ADA works.” Later on, key user were also integrated in the selection and organization process, which was one of the reasons why this project had a great acceptance right from the start. The project team was given decision-making power by the executive board. “We always had the whole organization in focus and the permission to eliminate everything that did not lead to optimize our business processes”, remembers the ADA Project Manager. The project team analyzed company structure, processes and operations. ADA did not only look into software functionality but included the solution's whole periphery as well. “We analyzed potential providers quite conscientiously. We gathered information about their economical background and let them explain their concepts and future strategies to us. Sustainability and continuity were important criteria. Because we are a global company, the new system had to be multilingual as well. We wanted to have local contact persons for our most important markets China, Middle East and Western Europe.

„All orders are recorded in abas ERP in real-time, regardless of the language they have been placed in. Prices can be structured and calculated for different customer categories. abas ERP provides centrally held information that is directly presented to our potential target market on our various web-presences.“

*Karl Perino
IT Project Manager
ADA Cosmetics*

We wanted a software that accompanies our expansion actively and is capable of adjusting quickly and efficiently to our constantly changing demands. Besides, continuous development had to be given, so we could promptly benefit from technological progress. Of course we analyzed the complexity of updating the system and considered a return on our investment for a time period of 5 years.“ states the ADA ERP-Project Manager and continues, “abas ERP is outstanding.“ A significant part played the assisting abas software partner, the Karlsruhe based ABAS Projektierung GmbH. Karl Perino: “We had a good feeling about ABAS and ABAS Projektierung right from the start. After our experiences with the first migration project, reliability and certitude was very important to us. Certitude regarding ERP-introduction and costs. The ABAS Projektierung implementation concept convinced us.“



abas project management: Efficient and rapid software introduction

The new ADA business software’s main objective was representing all movement of goods within the company structure’s IT-software not only quantitatively but also with regard to price. Optimizing operations and obtaining and analyzing information were in focus, to utilize synergies for cost reduction in purchasing, production, warehousing, logistics, sales and administration. ADA followed the management of ABAS Projektierung. At first, project leaders and project team were instructed at the abas implementation partner. They learned about abas Business Software to take an active part in designing the future organization of their company. Afterwards, a software prototype was implemented at ADA. Based on exercises and specific practical examples ADA mapped their business processes in the standard of abas ERP. Karl Perino: “Key elements of the introduction concept were the organizational meetings. With involving all relevant departments in the project, we gathered knowledge of the whole company and we were able to approach the specifications globally. This really minimized the failure rate.“ In the next step, data was migrated from the old system and minor customizations were made so the system could go live. Then, all employees who would work with the new system were trained by the project team with support by a provided abas training manager. Implemented specifications were stated more precisely. “In this phase of software introduction, we tested and tested and tested,“ remembers Karl Perino, “to obtain safeness for the live start.“

“Big Bang” at 8 locations

The implementation methodology included another safeguard. As the system went live, attention was paid to identical data so there were no differences between the old and new system. Specific data was already stored parallel before, to be able to recover easily. The genuine start took place at all eight locations without any difficulties. This was based on the “Big Bang Method” in which all missing data was transferred to the new system on a single weekend to start next week with a new business software. There was no parallel operation.

Innovative and evolutionary

8 years went by since the “Big Bang”. For Hartmut Schindler, Head of IT at ADA Cosmetics International, an opportunity to take stock: “We have decided in favor of abas ERP, because we are able to update and modify on our own with this software. We have an internal team that works permanently on ADA’s continuous improvement process. Due to such a flexible business software we were able to represent all changes we have defined in the system. With other systems I have previously worked with, updating took up to several months.



Using abas Business Software, the new release is brought in over a weekend. This is quite cost beneficial since only few IT capacities are needed in comparison to other systems. In terms of functionality, we are oriented to standard. If a new release contains a new feature that we have previously realized with an individual modification, we consistently go back to standard. Thanks to a great abas ERP system architecture this is no problem. The software does not limit us in organization. Individual adjustments can always be modified again without losing upgradability.” He continues, “With every release we promptly benefit from technological progress. A great showcase is pricing in abas ERP. Because we are operating internationally, we have to consolidate financial data for the entire enterprise. We met the demands with flexible object programming. At the same time, we communicated this need for enhancement to abas development. They implemented pricing in one of the following standard software versions.”



More than just a customer

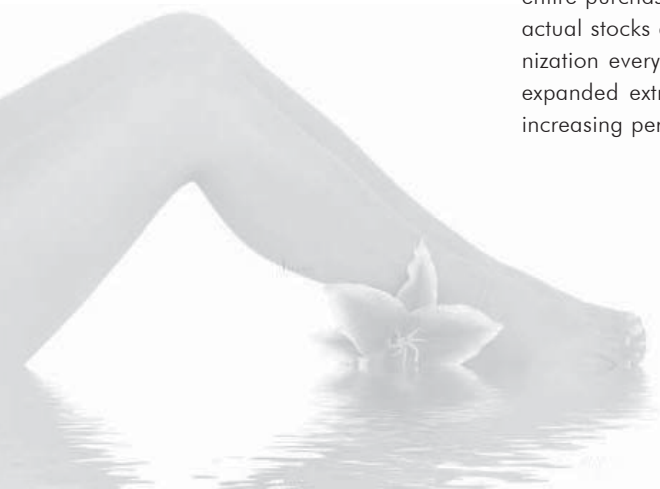
IT Project Manager Perino adds: "ABAS itself is a medium sized company. That's why we can take part in further development as well. ADA for example is actively involved in "EUG", the abas ERP usergroup. We meet twice a year and frame demands to a new system standard. ABAS development and ABAS managing board are also invited. "EUG" is a great platform to us, because we can communicate directly with the provider. Other communication options are the abas customer forum or online mailing lists and discussion forums."

Global Business

Hartmut Schindler sees additional benefits in using abas ERP at ADA, "Our whole accounting is integrated in abas ERP. Ever since, internal transparency has increased remarkably. Individual transactions can be tracked back multilingually from finished goods via production processes back to document level. Data is only entered once and is instantly available worldwide."



"Time consuming double entries are non existing, as well as fault finding. Basically, the error rate is zero." Schindler sees another highlight in the international presence of abas Business Software, "We are using abas ERP at our locations in Austria, Switzerland, France, Spain, Dubai, Hongkong, Singapore and China. At all locations, we are using our installation with all company specific modifications. It is inevitable that ABAS has a global partner network. The local abas partner is responsible for any country specific software customization. He is aware of any regional distinctions and knows local laws and mentality. This is important to ensure that our visions are realized properly." From Kehl, Germany, ADA centrally runs the production client for all countries. This incorporates the entire purchasing, warehouse and production. This way, ADA is aware of order statuses or actual stocks at any location at all times. Hartmut Schindler sums up, "Through this organization every individual's productivity has increased tremendously. Despite our company expanded extraordinary, we were able to increase our service quality worldwide without increasing personnel."





Sell “around the clock”

Looking ahead, ADA wants to provide a B2C shop in line with the current B2B shop that is abas Business Software based. This shop’s entire function logic is stored in the ERP system. Based on given pricing, individual terms and conditions can be displayed. ADA customers can place orders and access related information around the clock on seven days per week. Further on, ADA plans to bring a detailed planning into service that is abas Business Software based, as well as the opportunity to communicate with suppliers and customers via EDI/ EDIFACT. ADA’s high service quality and resulting customer satisfaction that is given today will be increased once again.

Project support:

ABAS Projektierung GmbH



abas Business Software

abas Business Software is a flexible, adaptable and future-proof complete business solution (ERP, PPC, MRP, eBusiness) for midsize companies. The flexible ERP standard software optimizes business processes in the company. Manifold optional Web and eBusiness applications can be implemented. The clear structure and well thought-out implementation strategy of abas Business Software enables a short implementation period, as well as a trouble-free integration into the company structure. Specific requirements can be integrated into abas ERP at a minimal effort. New functions and technologies are constantly added to the standard software. As a result, abas users are always using the most up-to-date product. abas Business Software can be run using Linux, Unix and Windows. ABAS has supported the open source operating system Linux on the server-side since 1995. Approximately 80% of over 2,200 abas installations are based on Linux. Linux has proven to be a cost effective, stable and high performance system on both the server and the client side.

The service spectrum includes: sales/sales order processing/shipping, purchasing/purchase orders, warehouse management, scheduling, logistics, materials management/MRP, production/PPC, financial accounting, fixed asset accounting, cost accounting, controlling, Web applications, eBusiness, portal, etc.

Company profile

ABAS Software AG is a leading provider of cost-effective ERP solutions for midsize manufacturers and distributors. More than 2,200 customers have chosen ABAS as their IT specialist and work successfully with the internationally applicable abas Business Software. ABAS, established in 1980 and once characterized by students, has now become a global network of companies. ABAS Software AG in Karlsruhe employs more than 115 people, and together with over 50 abas partners ABAS employs approx. 600 employees worldwide. The abas software partners provide a wide range of services including implementation, customization, hardware and network support. ABAS also provides on-site support and ensures short reaction times and high service quality. International partners in Germany, Austria, Switzerland, Hungary, Romania, Bulgaria, Turkey, Czech Republic, Slovak Republic, Poland, Ukraine, Russia, the Netherlands, France, Italy, Spain, Iran, Indonesia, India, Sri Lanka, Malaysia, Singapore, Vietnam, Thailand, China, Hong Kong, Australia, Mexico, and the USA represent the ABAS Software AG throughout the world. The partner network is continuously being expanded.

ADA Holding GmbH

Anybody that has been spending a night in a hotel, has been in touch with ADA's high-class body care products. As Europe's leading provider of personalized premium hotel cosmetics, ADA emphasizes their brand and product quality in all strategic business units. More than 7.000 different goods and variations are in their portfolio. In 1979 Andreas Dahlmeyer founded the company, and started out offering soap bars for hotels in customer's corporate design. This business idea was highly appreciated by the market and initiated an unprecedented expansion. Today, ADA is operating internationally with more than 300 employees. The cosmetics company generated a turnover of 45 million Euros in 2008 and belongs to the investor group Halder since 2006. ADA exports their products in more than 150 countries. "It is a special something, that little extra, that contributes to a guest's well-being and makes them come back. Especially in sensual bathrooms, hotels can really score with premium original cosmetic products", explains ADA founder Andreas Dahlmeyer.



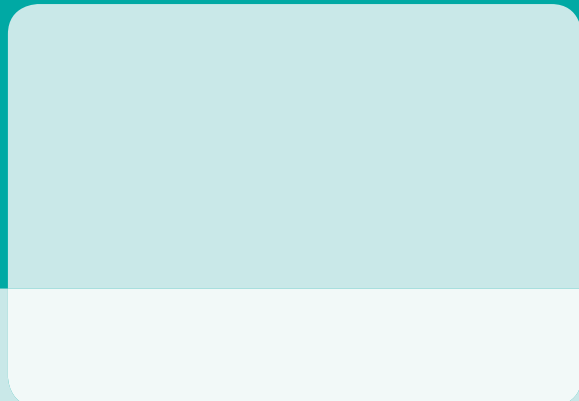
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