

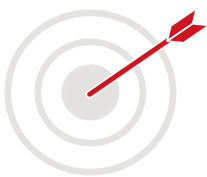
Comprehensive digitisation strategy in the bid and order process

The interplay between product configuration, 3D CAD and ERP is a key challenge for sales and engineering collaboration. Hauni, the specialists for machinery and equipment in the tobacco industry, has found an elegant solution for this: With camos CPQ, you control your processes centrally, bringing together all the systems involved.



Companies: Hauni Maschinenbau GmbH
Location: Hamburg (headquarters)
Portfolio: Technologies for the international tobacco industry
Employees: 4,300 (2017) at 20 locations worldwide
Internet: www.hauni.com

PROJECT OBJECTIVES



- Establish a high-performance and flexible configuration solution for production facilities with their approximately 100,000 different features.
- Combine sales and engineering without system breaks.
- Use the CPQ solution to streamline processes and make distributed knowledge available.

RESULTS



- The throughput times have dropped significantly as configuration changes in the CPQ automatically lead to customised 3D models.
- Thoroughly consistent data minimises deviations and errors. The sales department always has reliable information at hand.
- Company-wide expert knowledge is systematically recorded. This results in overarching knowledge of all relevant processes.

ABOUT HAUNI

Cigarettes appear to be a simple product: a few grams of finely chopped tobacco, thin paper and optionally a cellulose filter. But the machines and equipment required for cigarette production are highly complex because the sensitive raw material tobacco must be treated gently to preserve its quality. Cigarettes contain up to 25 different types of tobacco, each of which requires special processing. So in the field of primary processing, in which the tobacco is cut, dried and flavoured among other things, highly individualised production plants are used. Hauni Maschinenbau GmbH is a leader in this field. Founded in Hamburg in 1946,

Hauni is now represented at over 20 locations worldwide. The company develops and produces technologies for the international tobacco industry: processing machines and logistics components for transport and machine loading, cigarette production lines and quality assurance systems. In order to offer customised systems, error-free configuration of production lines is essential for Hauni. Around 100 configurable products are available – from services to metering band weighers and hot air dryers. For a dryer alone, customers have the choice of 30 basic configurations with over 2,000 selectable components.

“*The development process is much faster because the 3D models are created automatically as soon as we configure a component in camos CPQ.*

Matthias Bruns, Head of Project Management and Project Engineering



Using high-tech cameras, the tobacco sorter removes foreign bodies from the tobacco.

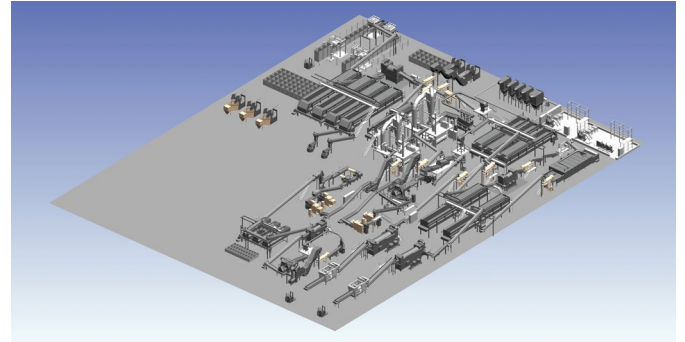
THE REQUIREMENTS

“In order to be a technology leader in our market, we offer precisely adapted products. That goes all the way down to the question of whether a machine must be earthquake-proof,” says Matthias Bruns, Head of Project Management and Project Engineering. And the configuration options also extend to the complex plant layout for entire production sites: Changing a component somewhere has consequences for other components.



Hauni offers power dryers in ten sizes with up to 500 different features.

Various non-integrated software solutions have been used up to this point. So even a small change in requirements led to employees from several areas needing to adapt both the individual models in 3D CAD and the entire plant layout. Matthias Bruns is not very enthusiastic when he recalls this process: “Maintaining distributed master data is likely to take a man-year of work annually, with the residual risk of using inconsistent data. We simply didn’t have a single



A plant for tobacco preparation consists of up to 100 configurable individual products.

product-configuration and bid-management tool that would give us transparent processes and off-the-shelf data.” A comprehensive digitisation strategy with a leading edge CPQ solution would bring together and control all engineering processes. Hauni planned to interlink sales and engineering more closely and to achieve flawless and accelerated supply and order processing.

CHOICE OF SOLUTION

Future viability played an important role in the search for a supplier. Hauni wanted to be able to implement adjustments in the software and the rules independently. This requirement made it easy to choose camos CPQ. The system performance was also a bonus: “Several users work on offers and orders simultaneously. If up to 250 individual items are open at the same time, around 100,000 possible features and prices must be able to be processed,” stresses Matthias Bruns. This is especially true for complex individual products or the structuring of assemblies with extensive rules and associated individual parts.

“Inconsistencies in the engineering documents have declined significantly and the sales department always has reliable data and layouts.

Matthias Bruns, Head of Project Management and Project Engineering

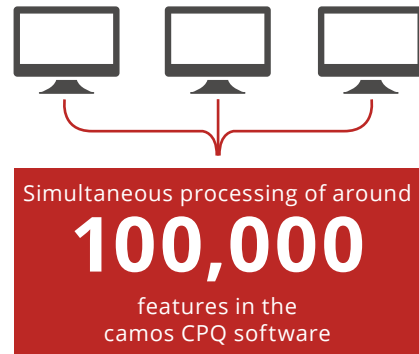
IN THE PROJECT WITH CAMOS

The solution Hauni was looking for should bundle the complete dependencies in the configurator. With camos CPQ, Hauni now uses variant management, which also takes into account process-specific process flows. There are also bidirectional interfaces between sales and engineering: “We wanted to provide knowledge in both directions: Changes in the variant configuration should have a direct effect in CAD – and changes in CAD should also affect a bid,” says Matthias Bruns. Hauni also wanted the universal connection to the SAP ERP for transparent processes: An automated interface was supposed to cover all areas, from opportunity management and technical proposal clarification to the mapping of production costs and technical customer service.

CPQ SOLUTION IN USE

camos CPQ has now been in use for over two years. Design of mechanics and automation technology, the CAD factory layout and application engineering are completely integrated. It is a big win for Hauni.

“But the sales staff also benefits enormously from the solution and the new data consistency,” says Matthias Bruns.



“That’s because the number of deviations and errors between the various engineering documents has dropped significantly and the sales department always has reliable data and layouts.”

Added to this are the time savings: “Because updated 3D models are created automatically as soon as we configure a component in camos CPQ, the handling process runs much faster.” Cross-departmental coordination effort has also dropped radically. Matthias Bruns adds: “We used to have specialists for all areas. But hardly anyone had the overall know-how for all processes. Thanks to the central master data management, our colleagues now have broad, superior knowledge of contexts. That really adds to the quality of the work.”

“Hardly anyone had the complete know-how for all processes in the past. Now our colleagues can apply broad, overarching knowledge.

Matthias Bruns, Head of Project Management and Project Engineering

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